

# Published Articles and Columns

by Essential Skin Solutions Inc. President Carell Zaborski



**SOS** SYSTEM FOR OPTIMAL SKIN™  
the next level in skin care™

This document contains selected articles and columns written by Essential Skin Solutions Inc's Founder and President Carell Zaborski. These articles have appeared in such skin care industry publications as *Medical Spa USA*, *Canadian Medical Spas*, *Spa Canada* and *Spa Quebec*.

### **About Essential Skin Solutions Inc's Founder and President Carell Zaborski**

Throughout her 30 year career in the skin care profession, Essential Skin Solutions Inc's founder and president Carell Zaborski has acquired a vast quantity of knowledge and experience. Ms. Zaborski has been involved in every area of the skin care industry from product development and wholesale distribution and retail sales, to client care and client and practitioner education. Furthermore, in addition to the extensive training and certifications that Ms. Zaborski has gone through, she is also an experienced trainer, writer and public speaker, having written over fifty articles in industry publications and given over 75 seminars to experts in the Skin Care and Medical fields throughout her career.

In 1978 Ms. Zaborski founded the Corrective Skin Care Institute Inc. (CSC) to fill a need in the skincare industry and offer services in a medically supervised setting. CSC gave Ms. Zaborski, working in conjunction with plastic surgeons and dermatologists, a platform from which she could test the latest and best products available in a medically supervised setting and afforded her the opportunity to become expert in all areas of patient care and education.

In 1996 Ms. Zaborski founded Essential Skin Solutions Inc. (ESS) as a developer, manufacturer and distributor for select skin care products. Through ESS Ms. Zaborski was finally able to realize her lifelong dream; assembling an international team of cosmetic chemists and medical professionals with one goal in mind: to develop the best anti-aging skin care system in the world. Now, after over ten years of development and testing (Corrective Skin Care proved invaluable as it provided a venue for clinical trials), ESS is ready to launch System for Optimal Skin™ (SOS™) internationally.

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## Back of the Bottle

by Carell Zaborski

**Q: My clients keep asking me about delivery systems. What are they, why are they important and what should I look for in a delivery system?**

A delivery system, as pertaining to skin care or cosmetics, is basically a compound that is included in the product formulation, the purpose of which is to allow the active ingredients of the product to penetrate the skin to the optimal depth for maximum effectiveness, make them more bioavailable and more effective in providing the beneficial effects that we are seeking from the product at a certain dosage over an extended period of time. This actually seems pretty simple doesn't it? Unfortunately, as with many skin care issues, what seems, on the surface to be fairly simple is, in fact, far more complicated than it appears.

In order to be maximally effective, different ingredients need to penetrate to different depths in the skin and remain resident there for certain periods of time. Again, this seems obvious, but this basic fact also causes problems for formulators, who are generally under pressure to come up with "wonder products" that can be marketed as miracle solutions to the plethora of skin care issues that we face on an ongoing basis.

We all want to look good with as little effort as possible. We want to put one or two products on our skin and miraculously see our visible signs of aging disappear. Alas, it is not that easy. While there are products that have delivery systems that allow the active ingredients to penetrate into the skin offering what appear to be immediate results, if we want long-lasting cumulative anti-aging results we must look beyond these so-called miracles in a bottle.

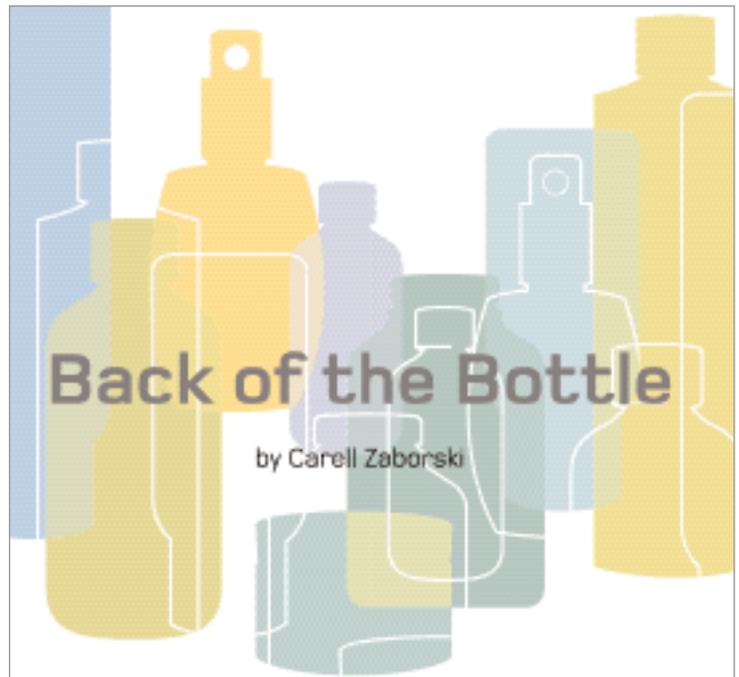
As mentioned above, different ingredients must penetrate to different depths in the skin and need to perform independently yet synergistically for maximum effectiveness. Sound paradoxical? True, however some ingredients can cause inflammation at certain depths when mixed with other ingredients, or even on their own. Unfortunately, while it is this inflammation that may appear, in the short term, to lessen lines and wrinkles in the skin, in the long term it causes the very damage and aging which we are trying so hard to prevent and reverse.

A good rule of thumb is that any single product or group of two or three products will not, while they may temporarily make a person look better, give the long lasting anti-aging results that we all want. In order to achieve truly effective, long-lasting, cumulative, anti-aging results, we need to use a synergistically formulated, comprehensive suite of products designed to deliver their active ingredients to the optimal depths in the skin, while minimizing harmful inflammation. Such products may not offer the immediate results that most of "latest-greatest" skin care products on the market today promise, but in the long term you will be rewarded for your diligence and patience.

Please submit your questions by email to Ms. Zaborski at carell@sosresults.com

CARELL ZABORSKI

*In 1978 Ms. Zaborski founded the Corrective Skin Care Institute Inc, a pioneering medical spa, and for the past ten years has worked with an international team of cosmetic chemists and medical professionals to develop the System for Optimal Skin™ (SOS™) skin correction system.*



*Q: I see all sorts of ads and infomercials that promise immediate results to make my wrinkles disappear, many that even have impressive looking before and after photographs and many that promise results that are “better than botox”. Are these products and results for real?*

Unfortunately this is a question to which there is no short answer, so I will do my best to explain the situation as thoroughly as possible. First, I would like to state that simply putting virtually any moisturizer on dry skin will appear to “plump” the skin and smooth out visible wrinkles. This action does not, however, contribute to the long-term appearance of the skin and can, if the moisturizer is heavy and occlusive, clog the pores, actually contributing to the skin’s aging.

Botox effectively reduces visible wrinkles by, in essence, paralyzing the muscles that cause the brow and other facial areas to wrinkle as we smile, frown, squint etc. In general, the topical agents that offer similar results act in the same way – They put a very thin film of product on the skin that, temporarily tightens the skin, lessening the appearance of wrinkles. The problem, however, is that these products tend to be occlusive and clog the pores and, while they may seem to have an immediate effect, in the long term cause the very aging that they purport to fix.

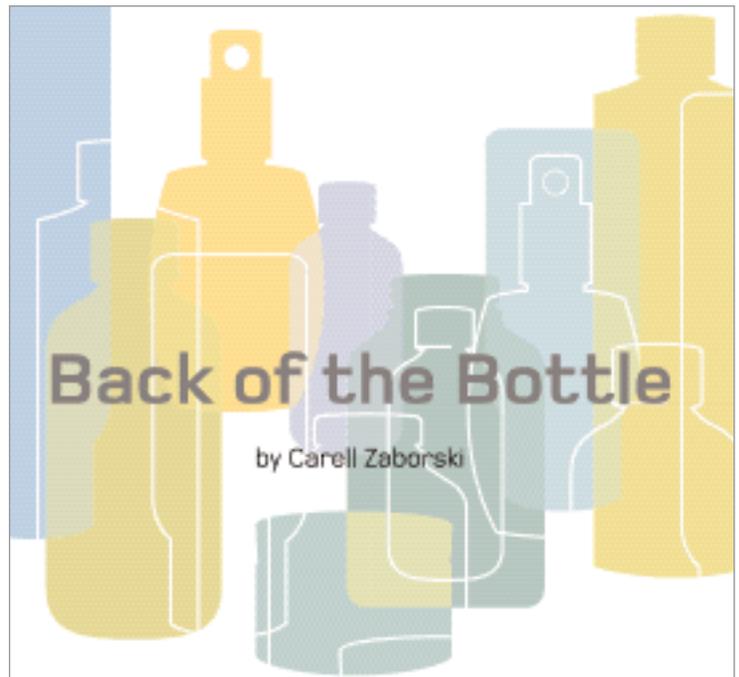
While many products promise to rejuvenate and “redensify” the skin, and offer immediate results, the reality is that the only way to truly rejuvenate the skin is to stimulate its own regeneration abilities and allow it to repair itself. This can only be done by penetrating deep into the skin and microscopically irritating the skin, which stimulates the skin’s defensive systems and causes the skin to repair and renew itself by stimulating cellular turnover. Products that do this are generally lighter, do not feel as rich and luxurious as the creamy products that most people use and may cause a tingling sensation to the skin when used.

The key, then, is not to look for an immediate result – nothing that you can put topically on the skin that can produce an immediate improvement will produce visible, long term results. Instead look for a complete system that penetrates into the skin and stimulates the skin’s own regenerative and reparative mechanisms. You may not see an incredible result instantly, but in the long term your skin will both look better and be much healthier and age more slowly; your skin has not aged and wrinkled overnight and there is, unfortunately, no instant fix that you can simply apply to your skin to turn back the clock.

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# Back of the Bottle

by Carell Zaborski

**Q: What is the difference between L-Ascorbic Acid, Ascorbyl Palmitate and Magnesium Ascorbyl Phosphate?**

Most skin care products use L-Ascorbic Acid as their primary form of Vitamin C. While it is very bioavailable, it is, by its very nature, unstable and rapidly loses its effectiveness. In efforts to combat this rapid loss of effectiveness, L-Ascorbic Acid has been formulated with many stabilizers and binders that, unfortunately, have been shown to further hamper its effectiveness by not allowing it to penetrate down to the lower layers of the skin.

Recognizing the inherent instability of L-Ascorbic Acid, some skin care products tout the use of Ascorbyl Palmitate as their form of Vitamin-C. Formed by combining L-Ascorbic Acid with Palmitic Acid (a derivative of palm oil) Ascorbyl Palmitate is both more stable than pure L-Ascorbic and also delivers a greater concentration of Vitamin-C to the skin's cells. Unfortunately, however, even though it is, in general, a better form of Vitamin-C than L-Ascorbic Acid in skin care preparations, it cannot penetrate to the optimal depth for maximum effectiveness.

According to the Journal of the American Academy of Dermatology, Magnesium Ascorbyl Phosphate is percutaneously (deeply) absorbed into the skin and stays in the skin's cellular layers for up to 48 hours, provided that it is properly formulated with specific oligomers. In fact, studies have shown that Magnesium Ascorbyl Phosphate is the only form of Vitamin C that simultaneously penetrates the cell wall and coats the exterior of the cell, while remaining both stable and bioavailable for a prolonged period of time.

Although rarely used in concentrations above two percent (it is most effective when used in concentrations of up to 10%, depending on the skin's sensitivity) due to its prohibitive cost (it costs over 100 times more than L-Ascorbic Acid and twice as much as Ascorbyl Palmitate) Magnesium Ascorbyl Phosphate has, because of the qualities mentioned above, been shown to be the best form of Vitamin C for skin care products.

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*Q: I keep hearing that I should only buy products that contain “cold-pressed” oils. What are “cold-pressed” oils and why are they better than other oils?*

“Cold pressed oil” is a term that, in reality, is somewhat anachronistic and no longer has major significance. In the past, the mixture from which the oil was extracted was first pressed cold, and then, when no more oil was being extracted, the mixture was heated (generally with either steam or hot water) and repressed. The heat would enable yet more oil to be pressed from the mixture, but this oil was generally of a less pure and inferior quality to the oil that had been cold pressed, prior to the mixture being heated.

Today, virtually all oil extraction is done at room temperature using centrifuges. This process does not require heat to maximize the amount of oils that is extracted from the mixture, and generally extracts virtually all of the oil from the mixture. Old habits do, however, die hard, and therefore the term “cold pressed” is still used as it has been passed down through the generations as a symbol of quality and purity.

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# Back of the Bottle

by Carell Zaborski

## ***What can I do to increase both the amount clients spend in my spa as well as my client base? – Part 2***

In the last issue we discussed the fact that it is possible to increase the profits made by a spa or esthetic clinic by focusing on the results achieved by your clients, in addition to the services performed by your establishment. It is now time to look at ways in which you can increase your bottom line by providing your clients with proven, visible results.

Regardless of what treatments your spa or clinic currently provides, by selling your clients a complete skin care system that works synergistically and that requires both charting and a schedule of follow-up appointments, you guarantee both satisfied existing clients who insure repeat business, as well as great word-of-mouth advertising.

While Retin A™ has been shown to combat the skin's aging; many people cannot handle its side effects, which can include inflammation, dryness, edema and peeling. Moreover, Retin A™ is beyond the realm of what estheticians can prescribe, as it requires a physician's prescription. Luckily, there is a new generation of products coming onto the market that offer comparable results without either the need for a physician's prescription or many of the adverse side effects normally associated with Retin A™.

The first thing to realize is that no single product can achieve the kinds of results that will keep your clients singing your praises to everyone they know, as well as returning to your establishment for regular follow-up appointments. If you want to get the kinds of results that have, until now, only been available to physicians you must sell an optimized system - one that is designed from the ground up to work synergistically to both prevent and reduce the visible signs of aging.

A good skin care system should optimize the pH of the skin at every stage to allow the active products to penetrate to the appropriate depths, while being gentle enough to not cause undue irritation. An effective system should contain a suite of products that can be custom tailored to a client's individual needs, offering each client the most potent formulations available for their skin types. By mixing and matching the appropriate products from a synergistically formulated system of cleansers, toners, moisturizers, serums, masks and sunblocks, the client can be guaranteed visible results that will amaze them, and the esthetic establishment will receive the word of mouth advertising needed to grow their business.

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## Back of the Bottle

by Carell Zaborski

### **Question:**

***What can I do to increase both the amount client's spend in my spa as well as my client base?***

Spa owners and estheticians want to know how they can increase both their income per client visit, as well as the frequency of individual client visits. In the past, there has always been a ceiling – a maximum amount of money that an esthetician can earn over a given period. After all, there are only so many clients that can be seen in any given time period.

There are two keys to breaking through this ceiling: the first is to increase the amount of money earned per client visit and the second is to shorten the average client visit to enable you to see more clients in a given period of time. Ideally it would be nice to be able to do both.

Whenever you sell a service you are limiting the amount of money that you can earn. After all, it takes a certain amount of time to perform the service and therefore you can only make so much in a day/week/month etc. In order to increase your income, you have to shift your focus from just selling a increasing retail sales. The service becomes part of a means to an end, instead of an end in and of itself. By focusing on the results that the client achieves instead of the actual facial or other procedure being performed, an esthetician will change the client's focus as well. A key way to provide your clients with visible results, while at the same time increasing your income is to sell a skin correction system that works both in conjunction with the procedures that you are already doing, as well as being proven to be effective on its own, independently of whatever procedure your client is having done. There are now systems available that have been proven to give amazing results on their own, as well as enhancing the results of virtually any skin care procedure you have recommended for your client.

In the next issue: your clients' healthy skin will spell healthy profits for your spa.

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**Question: Are there any advantages to skin care products that contain "natural" Vitamin C?**

Clients often ask their estheticians whether a product contains a "natural" form of Vitamin C, as opposed to a synthetic one as there seems to be a perception out there that "natural" Vitamins are more beneficial than "artificial" ones. The short answer to the question is a simple no - a chemically identical compound will have the same effect whether it is from a natural source or if it is synthesized in a lab. It is more important to focus on the stability and the efficacy of the product than the origin. For example, L-Ascorbic acid, in its pure form is very unstable and degrades quickly whereas not only is Magnesium Ascorbyl Phosphate stable, but it also penetrates the cell to the optimal depth and stays active for a 48-hour period. This is because magnesium phosphate both acts as a stabilizer and assists the penetration of the Ascorbic Acid into the skin.

The simple mentioning of the word "natural" has become one of the most powerful tools in marketing today. The reality is, however, that an ingredient's purity, concentration,

formulation and bioavailability are all more important than its actual origin. Moreover, just what constitutes a "natural" product? The term is used in any number of circumstances, most of which have more to do with a marketing pitch than the products themselves. Even the FDA has not yet come up with a comprehensive way of determining what may and may not be called a "natural" product. So remember, just because a product is natural does not mean that it will work. Look for clinically proven formulations that provide visible results that you can see in unretouched before and after photographs. Instead of focusing of the natural or synthetic origins of an ingredient or compound, focus on the combinations, potencies and delivery systems involved. For example, while Vitamins C and E are synergistic in that they assist each other in optimizing their efficacy, the large size of the Vitamin E molecules can, when mixed with Vitamin C impede the Vitamin C's penetration into the skin and thus can thus actually hinder the effectiveness of the Vitamin C.

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**Question: Can I get proven results from any of the new miracle creams that are being marketed so heavily?**

Many of the clients at my spa have been asking about the plethora of new “miracle creams” that promise to make the skin look years younger and reverse the visible signs of aging. They want to know why they should be buying professional products at spas and salons when they see so many ads on the TV, in magazines and on the internet that promise incredible results, some even offering results that rival cosmetic surgery procedures. Moreover, many of these elixirs of eternal youth have the same ingredients that are present in today’s new, cutting-edge anti-aging systems. With all of the grandiose claims that are being made, people are justifiably confused. All of these new wonder cures are making our jobs as estheticians even more difficult as we now not only have to educate our clients as to what works, but we also have to debrief them and protect them against all of the misinformation that they are being fed on a daily basis.

One of the most common claims made by many of these new wonder-creams is that they have the same active ingredients that are present in the professional lines that have been clinically proven to be effective. Unfortunately, just because an ingredient’s name appears on the back of a bottle, does not mean that it will have any of the beneficial effects that are commonly associated with its use in skin care formulations. Even though an ingredient may be clinically proven to be effective and provide visible results, it can only perform optimally if it is formulated in the proper potency and combination, and only then if it is at the proper pH level for optimum penetration. The trend in many of these miracle creams is to put every popular ingredient possible into a formulation and then claim the beneficial effects of all of the ingredients combined. Unfortunately this approach simply cannot yield the results that are being claimed. The truth is that many active ingredients react adversely with other ingredients in some cases, and must be combined with specific enhancers, stabilizers and delivery systems in order to yield optimal results. This alone is one of the key reasons that these new miracle creams do not live up to their billing.

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## Back of the Bottle

by Carell Zaborski

### Question:

Can you please explain what free radicals and antioxidants are and what they do?

It seems that everywhere we turn we hear about free radicals and antioxidants but, in reality, what do most people really know about them? Estheticians whom I meet at training seminars and speeches that I give are often unclear about what free radicals and antioxidants are and what they do.

First introduced in 1954 by Dr. R. Gerschman, the Free Radical Theory of Aging, was subsequently developed by Dr. Denham Harman of the University of Nebraska College of Medicine. Unstable oxygen molecules that have lost an electron, free radicals are generally considered to be the root cause of aging and age-related conditions. Free radicals are produced by sunlight, toxins, cigarette smoke and air pollution and, once free radical damage (also known as lipid peroxidation) begins; unless a potent antioxidant intervenes, cellular destruction is inevitable. The inflammation produced by free radical damage serves to rapidly age the skin and must be eliminated as much as possible in order to provide effective anti-aging skin therapy.

Anti-oxidants are agents that inhibit oxidation and thus prevent rancidity of oils or fats, or the deterioration of other materials through oxidative processes. Antioxidants that are commonly found in skin care products include: vitamins A, E & C (especially Magnesium Ascorbyl Phosphate - MAP), superoxide dismutase, alpha lipoic acid, green & white tea extracts, omega fatty acids (fish oils) and grapeseed extract.

Anti-oxidants are substances that neutralize the effects of free radicals in the body. Protection against free radical damage is necessary because free radicals, which are highly reactive molecules formed as a byproduct of the skin's metabolism, damages DNA and other proteins. This "biological tarnishing" has a host of negative consequences ranging from breaking down blood vessel walls to initiating cancers and creating a variety of negatives associated with aging in general.

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# BACK OF THE BOTTLE

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Cathy in Vancouver recently asked me to give her some information about melanin. Her clientele is increasingly concerned with hyperpigmentation, and while she did know that melanin was responsible for the skin's pigmentation, she was unsure of the exact mechanisms involved.

Produced in melanocytes by a chemical reaction of tyrosinase, most natural melanins are a mixture of the two main types of melanin: eumelanin, which is more common and produces a brown/black color, and phaelomelanin that is less common and produces a yellow or red color. Skin coloration or pigmentation may take two different forms:

- \* 'Constitutive' skin color is pigmentation generated without exposure to radiation or hormone interaction - it is determined genetically.

- \* 'Facultative' pigmentation is inducible pigmentation that occurs with exposure to ultraviolet radiation, hormones, or inflammation. This hyperpigmentation is reversible when the stimulus is removed or blocked. The controlling step in the synthesis of melanin is the conversion of tyrosine to 'dopa' to melanin by the enzyme tyrosinase.

One of the major differences between the races relates to the predetermined distribution of baseline melanosomes throughout the body. A protective baseline mechanism, constitutive skin color, like constitutive melanin, contains and absorbs free radicals as well as all the damage caused by ultraviolet light. We do not want to interfere with this baseline 'constitutive' pigmentation on a prolonged basis, as we would be defeating the purpose of topical anti-aging treatments. The protective function of melanin in the long term affords protection against skin cancer.

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# Back Of The Bottle

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Billions of dollars are spent on skin care products every year, due much more to the effectiveness of the marketing campaigns than of the products themselves. With so many grandiose claims being made about so many products, many of them being vastly over-blown if not blatantly untrue, it is important that estheticians have the knowledge to see through the slick marketing and ascertain whether a product can deliver what its makers claim it can.

In this new column, which will appear in every issue of this publication, I will address the questions and concerns of readers vis-à-vis what the products that they are using really can and can't do, as well as update the readers on the latest ingredients and treatments available to today's estheticians.

For this, the inaugural The Back of the Bottle column, I asked the staff of my clinic as well as spas and estheticians to whom our company distributes products to submit some questions. For the future, I would like to address questions from the general readership, so I would like to invite you to submit your questions to me.

***Q: What is the difference between lactic and glycolic acid?***

**A:** Although both lactic and glycolic acids are AHA's, when used in skin care preparations, they act very differently:

- Glycolic acid, due to its small molecular size, is extremely effective at penetrating the skin. By dissolving the internal cellular "cement", it acts as a powerful exfoliant, reducing the excessive buildup of dead skin cells that are associated with many common skin problems. Furthermore, it has been shown to stimulate collagen production in the skin. However, when used alone, glycolic acid can leave the skin vulnerable to environmental damage, and it must therefore be formulated at a proper pH, with ingredients designed to replenish and regenerate the skin.

- Lactic acid, with better water retention properties than glycerin, acts as both a moisturizer as well as a mild exfoliant. With the ability to increase the stratum corneum's water-holding capacity, when in concentrations of between 5 and 12%, lactic acid is able enhance the stratum corneum's pliability while improving fine wrinkles and providing softer, smoother skin.

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*Q: I see more and more skin care products containing lipids; what are they, how are they different from oils, and why are they important in skin care?*

By definition lipids are organic substances that, together with carbohydrates and proteins, constitute the principal structural material of living cells. Insoluble in water, lipids include such substances as phospholipids, liposomes, Omega fatty acids and oil-soluble vitamins such as vitamin E and beta-carotene. This definition alone does not, however, even begin to describe the important role that lipids play in the skin.

The cellular structure of the skin forms a barrier that protects it from the elements that are conspiring to damage, and thus age it. In fact the very “cellular glue” that holds the skin’s cells together is made up of lipids.

Oils, on the other hand, are occlusive and merely sit on the skin. While they may give the skin a temporary soft and luxuriant feel, they do nothing to strengthen the skin’s all-important barrier function and, even when micronized, so that they can penetrate into the skin, do nothing to enhance the skin’s barrier function. This is because, no matter how small a molecule is, if it is not compatible with the lipids that are found naturally in the skin, they will not fortify the skin, even though they may penetrate into it.

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### ***How do I pick a marketing firm?***

We are always looking for ways to grow our businesses. It should be no surprise then that there is a virtual cornucopia of people out there promising to help you build your clientele, and thus improve both your revenues and profits. From large full-service marketing firms capable of handling an international media campaign; to small, one person operations that purport to be masters of all trades, it seems that every time you turn around there is a different person trying to get you to pay them your hard-earned money to tell you how to grow your business.

The truth is that, if you have any budget at all to spend on a marketing campaign, it should not be difficult to find a firm that is a good match for you and your business. You want a firm that is large enough to handle all of your requirements or that has the connections in the industry, and is willing to outsource anything that they cannot do in-house. You need a shop that will take the time and effort to understand your business and put your needs first – not just some big firm that is interested in billing you as much as possible or some small “jack-of-all-trades” who is only capable of derivative, cookie-cutter marketing solutions.

Ultimately you will need to find a marketing partner that suits your needs and that you can work with. The only real way to pick a good marketer for your business is to interview them. Look at their work: Is it original? Is it professional? Does it all look the same? Talk to their references: Do they have experience in your sector? Have they handled any of your competitors? Are there any potential conflicts of interest? Remember, good marketers should be good at marketing themselves, so take whatever they say with a grain of salt. The proof is in the pudding. In the end your decision will be a compromise, based on your personal feelings and business needs. Once you have picked a marketing partner you are on your way – but remember, if they are not fulfilling your needs you should not be afraid to discuss any concerns with them or even, if necessary, fire them. After all; you are the boss: it is your money, your company and your future.

Please submit your questions by email to Ms. Zaborski at [carell@advancedesthetic.com](mailto:carell@advancedesthetic.com) or by fax to (780) 421-4434.



## Back of the Bottle

by Carell Zaborski

**Question:**  
***What can I do to increase both the amount client's spend in my spa as well as my client base?***

Spa owners and estheticians want to know how they can increase both their income per client visit, as well as the frequency of individual client visits. In the past, there has always been a ceiling – a maximum amount of money that an esthetician can earn over a given period. After all, there are only so many clients that can be seen in any given time period.

There are two keys to breaking through this ceiling: the first is to increase the amount of money earned per client visit and the second is to shorten the average client visit to enable you to see more clients in a given period of time. Ideally it would be nice to be able to do both.

Whenever you sell a service you are limiting the amount of money that you can earn. After all, it takes a certain amount of time to perform the service and therefore you can only make so much in a day/week/month etc. In order to increase your income, you have to shift your focus from just selling a increasing retail sales. The service becomes part of a means to an end, instead of an end in and of itself. By focusing on the results that the client achieves instead of the actual facial or other procedure being performed, an esthetician will change the client's focus as well. A key way to provide your clients with visible results, while at the same time increasing your income is to sell a skin correction system that works both in conjunction with the procedures that you are already doing, as well as being proven to be effective on its own, independently of whatever procedure your client is having done. There are now systems available that have been proven to give amazing results on their own, as well as enhancing the results of virtually any skin care procedure you have recommended for your client.

In the next issue: your clients' healthy skin will spell healthy profits for your spa.

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**Question: Are there any advantages to skin care products that contain "natural" Vitamin C?**

Clients often ask their estheticians whether a product contains a "natural" form of Vitamin C, as opposed to a synthetic one as there seems to be a perception out there that "natural" Vitamins are more beneficial than "artificial" ones. The short answer to the question is a simple no - a chemically identical compound will have the same effect whether it is from a natural source or if it is synthesized in a lab. It is more important to focus on the stability and the efficacy of the product than the origin. For example, L-Ascorbic acid, in its pure form is very unstable and degrades quickly whereas not only is Magnesium Ascorbyl Phosphate stable, but it also penetrates the cell to the optimal depth and stays active for a 48-hour period. This is because magnesium phosphate both acts as a stabilizer and assists the penetration of the Ascorbic Acid into the skin.

The simple mentioning of the word "natural" has become one of the most powerful tools in marketing today. The reality is, however, that an ingredient's purity, concentration,

formulation and bioavailability are all more important than its actual origin. Moreover, just what constitutes a "natural" product? The term is used in any number of circumstances, most of which have more to do with a marketing pitch than the products themselves. Even the FDA has not yet come up with a comprehensive way of determining what may and may not be called a "natural" product. So remember, just because a product is natural does not mean that it will work. Look for clinically proven formulations that provide visible results that you can see in unretouched before and after photographs. Instead of focusing of the natural or synthetic origins of an ingredient or compound, focus on the combinations, potencies and delivery systems involved. For example, while Vitamins C and E are synergistic in that they assist each other in optimizing their efficacy, the large size of the Vitamin E molecules can, when mixed with Vitamin C impede the Vitamin C's penetration into the skin and thus can thus actually hinder the effectiveness of the Vitamin C.

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**Question: Can I get proven results from any of the new miracle creams that are being marketed so heavily?**

Many of the clients at my spa have been asking about the plethora of new "miracle creams" that promise to make the skin look years younger and reverse the visible signs of aging. They want to know why they should be buying professional products at spas and salons when they see so many ads on the TV, in magazines and on the internet that promise incredible results, some even offering results that rival cosmetic surgery procedures. Moreover, many of these elixirs of eternal youth have the same ingredients that are present in today's new, cutting-edge anti-aging systems. With all of the grandiose claims that are being made, people are justifiably confused. All of these new wonder cures are making our jobs as estheticians even more difficult as we now not only have to educate our clients as to what works, but we also have to debrief them and protect them against all of the misinformation that they are being fed on a daily basis.

One of the most common claims made by many of these new wonder-creams is that they have the same active ingredients that are present in the professional lines that have been clinically proven to be effective. Unfortunately, just because an ingredient's name appears on the back of a bottle, does not mean that it will have any of the beneficial effects that are commonly associated with its use in skin care formulations. Even though an ingredient may be clinically proven to be effective and provide visible results, it can only perform optimally if it is formulated in the proper potency and combination, and only then if it is at the proper pH level for optimum penetration. The trend in many of these miracle creams is to put every popular ingredient possible into a formulation and then claim the beneficial effects of all of the ingredients combined. Unfortunately this approach simply cannot yield the results that are being claimed. The truth is that many active ingredients react adversely with other ingredients in some cases, and must be combined with specific enhancers, stabilizers and delivery systems in order to yield optimal results. This alone is one of the key reasons that these new miracle creams do not live up to their billing.

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# Back of the Bottle

by Carell Zaborski

## Question:

Can you please explain what free radicals and antioxidants are and what they do?

It seems that everywhere we turn we hear about free radicals and antioxidants but, in reality, what do most people really know about them? Estheticians whom I meet at training seminars and speeches that I give are often unclear about what free radicals and antioxidants are and what they do.

First introduced in 1954 by Dr. R. Gerschman, the Free Radical Theory of Aging, was subsequently developed by Dr. Denham Harman of the University of Nebraska College of Medicine. Unstable oxygen molecules that have lost an electron, free radicals are generally considered to be the root cause of aging and age-related conditions. Free radicals are produced by sunlight, toxins, cigarette smoke and air pollution and, once free radical damage (also known as lipid peroxidation) begins; unless a potent antioxidant intervenes, cellular destruction is inevitable. The inflammation produced by free radical damage serves to rapidly age the skin and must be eliminated as much as possible in order to provide effective anti-aging skin therapy.

Anti-oxidants are agents that inhibit oxidation and thus prevent rancidity of oils or fats, or the deterioration of other materials through oxidative processes. Antioxidants that are commonly found in skin care products include: vitamins A, E & C (especially Magnesium Ascorbyl Phosphate - MAP), superoxide dismutase, alpha lipoic acid, green & white tea extracts, omega fatty acids (fish oils) and grapeseed extract.

Anti-oxidants are substances that neutralize the effects of free radicals in the body. Protection against free radical damage is necessary because free radicals, which are highly reactive molecules formed as a byproduct of the skin's metabolism, damages DNA and other proteins. This "biological tarnishing" has a host of negative consequences ranging from breaking down blood vessel walls to initiating cancers and creating a variety of negatives associated with aging in general.

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# Back Of The Bottle

By Carell Zaborski

Billions of dollars are spent on skin care products every year, due much more to the effectiveness of the marketing campaigns than of the products themselves. With so many grandiose claims being made about so many products, many of them being vastly over-blown if not blatantly untrue, it is important that estheticians have the knowledge to see through the slick marketing and ascertain whether a product can deliver what its makers claim it can.

In this new column, which will appear in every issue of this publication, I will address the questions and concerns of readers vis-à-vis what the products that they are using really can and can't do, as well as update the readers on the latest ingredients and treatments available to today's estheticians.

For this, the inaugural The Back of the Bottle column, I asked the staff of my clinic as well as spas and estheticians to whom our company distributes products to submit some questions. For the future, I would like to address questions from the general readership, so I would like to invite you to submit your questions to me.

***Q: What is the difference between lactic and glycolic acid?***

**A:** Although both lactic and glycolic acids are AHA's, when used in skin care preparations, they act very differently:

- Glycolic acid, due to its small molecular size, is extremely effective at penetrating the skin. By dissolving the internal cellular "cement", it acts as a powerful exfoliant, reducing the excessive buildup of dead skin cells that are associated with many common skin problems. Furthermore, it has been shown to stimulate collagen production in the skin. However, when used alone, glycolic acid can leave the skin vulnerable to environmental damage, and it must therefore be formulated at a proper pH, with ingredients designed to replenish and regenerate the skin.

- Lactic acid, with better water retention properties than glycerin, acts as both a moisturizer as well as a mild exfoliant. With the ability to increase the stratum corneum's water-holding capacity, when in concentrations of between 5 and 12%, lactic acid is able enhance the stratum corneum's pliability while improving fine wrinkles and providing softer, smoother skin.

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## Back of the Bottle

by Carell Zaborski

*Q: I often have clients who, by using a scientifically advanced skin correction system, have achieved remarkable anti-aging results and improvement in their hyperpigmentation and then want to go back to using the ineffective products that they see touted by mega-buck advertising campaigns. What should I tell them?*

Many people seem to think that they only have to use a scientifically proven skin correction system until they get the results that they wanted, after which they can use any of the myriad of heavily advertised products to maintain the results that they have achieved. These people are willing to do whatever it takes to deal with their wrinkles or hyperpigmentation but erroneously assume (or maybe hope) that once they have achieved the result that they desire they can go back to whatever ineffective products they were using to maintain the results.

The average skin cycle is approximately six weeks, and it is very important to note that signs of aging such as fine lines and hyperpigmentation will return over the course of a few skin cycles if they, and their root causes, are not kept in check. The only way to do this is to, on a continual basis, use products that properly address the issues faced by aging skin. Once you have initially achieved the results that you are looking for you may not have to be as aggressive in treating the skin as you were initially, but you must continue to use products that address the issues to keep the skin from regressing to its former state.

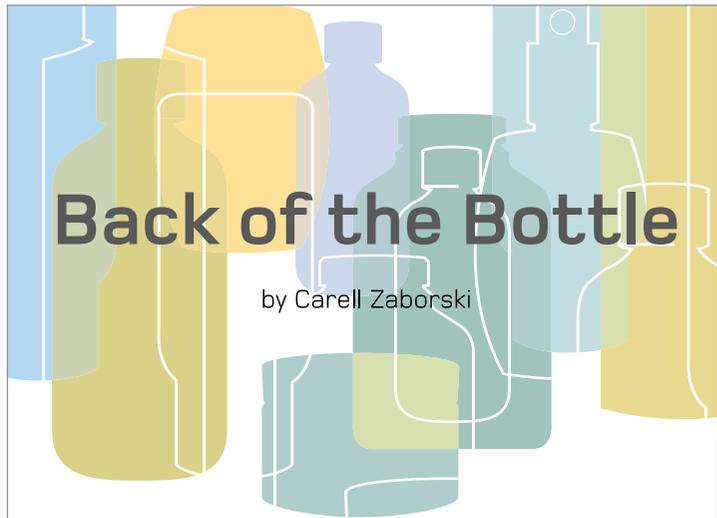
A good analogy is weight control. Many, if not most of us, have, at one or more times in our lives, tried to lose weight with varying degrees of success. We do this by decreasing our caloric intake and increasing the amount of exercise that we get. If, however, once we have lost the weight that we set out to, we go back to eating as much as we did before our diet and stop exercising, we will simply put on the weight that we worked so hard to take off. We may not have to exercise as hard or watch our eating as stringently as we did when we were losing the weight but, if we want to maintain our new, trimmer figures, we must still be more diligent than we were before going on the diet or we will end up right where we began. The same principle is true in skin care.

Once you have found a scientifically advanced, synergistically formulated skin correction system that gives you the results that you desire, keep using it. You have spent a lot of time, effort and money searching for it and trying a myriad of products that did not deliver as their glitzy advertising campaigns promised. To keep looking as good as you now do, keep using the system that gave you those results in the first place. By doing this you can slow down the aging process and keep your skin looking young and healthy as possible.

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### CARELL ZABORSKI

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**Q: What can I do to distinguish and separate my medical spa from the day spa and destination spas in my area?**

It seems that every time you turn around there is a new spa of some ilk opening up. Gone are the days when if you owned a spa you got clientele merely because you were the only game in town, or at least, that there was so little choice that all of the spas in any given area could count on being busy because the demand far outstripped the supply.

While the market for spa services has grown vastly in the past decade, so too has the number of spas that are out there to service that market. In today's ultra-competitive marketplace it is no longer just a matter of hanging out your shingle, doing some rudimentary marketing and waiting for the business to pour in.

In a world where virtually all of the spas out there sell a few lines of products that promise incredible results and practically all are touting the "latest" procedures and technology, it takes more than just marketing to set yourself apart from the rest. In this ongoing quest, however, medical spas have a weapon that the other players do not: a physician on staff who can prescribe prescription strength products.

Even with all of the advancements out there, the best, tried-and-true way to lighten the skin is by using Hydroquinone and Retin-A™, both which are available only with a physician's prescription. Because of this, an important part of the marketing for any medical spa must be the emphasis on the fact that there is a physician available who can prescribe prescription strength products that will give your clientele a better result than those products that are available without a prescription. Lead with proof of your results – take before and after photographs of your clients and feature them prominently in your marketing materials, clearly stating that the results are unretouched photos of clients from your facility. This helps build credibility, which is vital if you are to gain and hold any significant portion of the spa-going market in your area. While none of this will replace a good marketing campaign, it should all be integrated into a marketing plan.

Any decent marketer will tell you that you need a USP or Unique Selling Proposition, and leading with proof of your spa's ability to provide results (not just generic, product supplied materials) you can help set you apart from all of your competitors.

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## Back of the Bottle

by Carell Zaborski

**Q:** *Some of the products that I see claim to have pure ingredients. Are there different qualities in ingredients used in skin care products, and how do you know what is the best?*

In 1906 the Federal Pure Food Act recognized the United States Pharmacopeia (USP) as the official public standards setting authority for all prescription and over-the-counter medicines and healthcare products sold in the United States, a role which it still fills to this day.

The standards set out by the USP are intended to insure the consumer that they are receiving a product with ingredients that are of a grade and purity sufficient to be used in pharmaceutical products, and that meet strict production guidelines. USP Pharmaceutical Grade is one of three basic grades set out by the FDA:

**Pharmaceutical Grade** – Which means that the ingredient meets pharmaceutical standards as set out in the USP.

**Food Grade** – Which means that the ingredient meets the standards set for human consumption.

**Feed Grade** – Which means that the ingredient meets the standards set for animal consumption.

The three grades are differentiated by the quality and purity of the ingredients. While virtually no ingredient is 100% pure, a product with pharmaceutical grade ingredients will guarantee that the active ingredients are at least 99% pure, with no binders, fillers, dyes, or unknown substances.

Many products out there tout being made of “cosmetic grade” ingredients. In reality this simply means that the ingredients have been determined to be safe to use on the skin in a topical formulation, and should not be confused with pharmaceutical grade which is a much higher standard.

Once again, the best way to find out how good the ingredients in a product are is to do a little research and ask some questions. What grade ingredients are being used in the manufacturer’s products? Knowledge is key, and a little time spent investigating a product before you invest your hard-earned money on it will help insure that you get the results that you desire.

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## Back of the Bottle

by Carell Zaborski

**Q: How can I get a suntanned look without damaging my skin?**

Many people face a dilemma: they know that exposure to the sun's rays is harmful, yet they want that "sun-kissed" glow that a suntan gives them. Unfortunately a suntan – any suntan – is, in reality, damage to the skin and should be avoided. Luckily, there is a way that you can get that sun-drenched glow, without exposing your skin to the sun's damaging rays.

For some years now, self tanners of all types have been growing in their effectiveness and, subsequently, in popularity. Things have come a long way from the orange, streaky look that many people have associated with self-tanners in the past. Gone are the foul-smelling creams and lotions that left your hands looking like a pumpkin and the rest of your body not much better.

Today we have many choices in self tanners. You can buy creams from just about all of the major skin care and cosmetic companies, and there are ever more tanning salons popping up with sunless tanning booths that spray a mist over your body, giving you that sun-kissed glow without the sun. How, though, do these products achieve their results?

Dihydroxyacetone, (DHA), the most common ingredient in sunless tanning products, works by staining the outermost layer of the epidermis. This layer is shed every five to seven days, making the effective life of a DHA self tanner a week or less. Some products also have bronzers, which are actually a makeup that coats the skin with a colored film, in either a powder, lotion or cream format.

Whatever you do, remember to use at least an SPF 15 sunscreen whenever you go outside in the daylight, whether it is sunny or overcast. Any exposure to the sun that causes your skin to appear tan is, in fact, skin damage and causes the very aging that most of us are trying so hard to avoid. If you must have that suntanned look, get it from a bottle. Your skin will stay younger looking for years to come. Just remember, self tanners or not, never go out without your sunscreen.

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## Back of the Bottle

by Carell Zaborski

**Q: What exactly is melanin and what effects does it have on the skin?**

Melanin is responsible for pigmentation in the skin. Produced in melanocytes by a chemical reaction of tyrosinase, most natural melanins are a mixture of the two main types of melanin: eumelanin, which is more common and produces a brown/black color, and pheomelanin that is less common and produces a yellow or red color. Skin coloration or pigmentation may take two different forms:

‘**Constitutive**’ skin color is pigmentation generated without exposure to radiation or hormone interaction - it is determined genetically.

‘**Facultative**’ pigmentation is inducible pigmentation that occurs with exposure to ultraviolet radiation, hormones, or inflammation. This hyperpigmentation is reversible when the stimulus is removed or blocked. The controlling step in the synthesis of melanin is the conversion of tyrosine to ‘dopa’ to melanin by the enzyme tyrosinase.

One of the major differences between the races relates to the predetermined distribution of baseline melanosomes throughout the body. Melanin absorbs very strongly throughout the ultraviolet and visible wavelengths of light. ‘Constitutive’ skin color is a protective baseline mechanism, as constitutive melanin contains and absorbs free radicals as well as all the damage incurred from all the ultraviolet wavelengths of light. We do not want to interfere with this baseline ‘constitutive’ pigmentation on a prolonged basis, as we would be defeating the purpose of topical anti-aging treatments. The protective function of melanin in the long term affords protection against skin cancer.

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## Back of the Bottle

by Carell Zaborski

**Q: What are the pros and cons of tretinoin and is there anything that I can prescribe as a substitute?**

Probably the best-known high potency ingredient has been tretinoin (which is better known by its trade name Retin-A™); an acidic form of vitamin A, and which has been seen as the miracle cure for skin conditions such as acne. Research has also shown that tretinoin is effective in lessening fine lines, roughness, actinic keratosis; and even helps prevent skin cancer by increasing cellular turnover. Furthermore, when prescribed in combination with hydroquinone, tretinoin has proven to be very effective in treating hyperpigmentation.

Although tretinoin is effective if properly used, it definitely has its drawbacks. Anyone who has used tretinoin is only too familiar with the redness, peeling, irritation, dryness, itching, inflammation and even the occasional case of swelling that, more often than not, results from its use.

In part because of these undesired side effects of tretinoin, alpha hydroxy acids (AHAs) have been brought back to the forefront. Although AHAs, a group of natural acids derived from milk, fruit, etc. have been around for a very long time, it was not until the 1980's that scientists finally found a way to concentrate them into skin care products. It is also important to note that AHAs are also powerful antioxidants and further, that when mixed with the right combinations and strengths, they work synergistically with other antioxidant replenishers to enhance their activity.

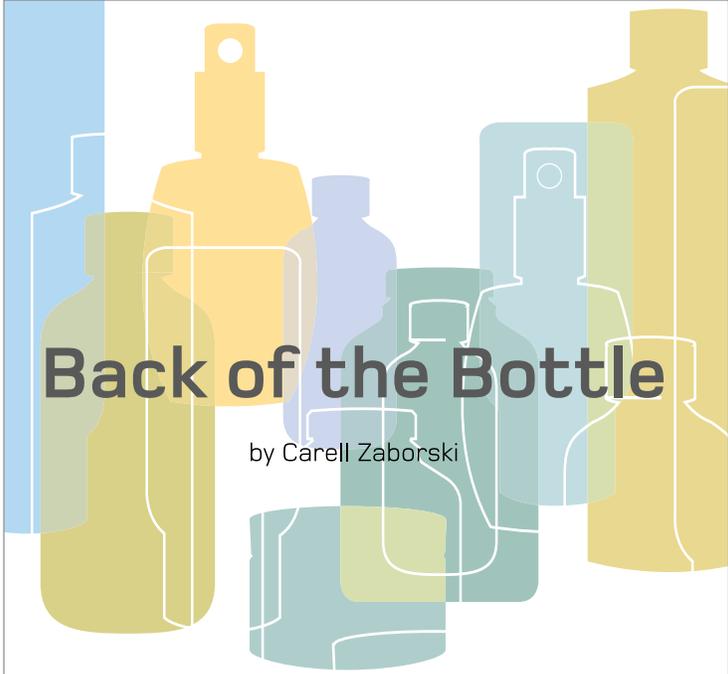
More recently, it has been proven that newly discovered and/or developed ingredients such as alpha lipoic complex, mandelic acid, omega 3 fatty acids, beta glucan, photolyase liposomes as well as certain forms of Vitamin C (specifically Magnesium Ascorbyl Phosphate (MAP)); can effectively:

- Smooth and even-out skin texture
- Lighten pigmentation, age spots and freckles
- Reduce lines and wrinkles
- Improve hydration
- Refine pores
- Improve acne and scarring
- when used in the highest purity, optimal potency, synergistic combinations and with effective delivery systems.

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**CARELL ZABORSKI**

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# Back of the Bottle

by Carell Zaborski

## *Q: What should we look for in a sunscreen?*

There is no way to overemphasize the importance of a good, broad spectrum sunscreen in protecting the skin from everything from premature aging to skin cancer. By now hopefully everyone knows that there is no such thing as a safe suntan; there is simply no way around the fact that a sun tan is, in fact, the skin's being damaged by harmful ultraviolet rays. The question then is: What should a person look for in choosing a sunscreen?

Historically sunscreens have concentrated on protecting the skin from harmful UVB radiation (the rays that cause sunburn and are generally linked to skin cancer). The Sun Protection Factor (SPF) scale was, in fact, created to measure the effectiveness of a sunscreen against these UVB rays. Unfortunately, however, there are many misconceptions about the effectiveness of a sunscreen as measured by SPF. While conventional wisdom has been that if you double the SPF factor you double the protection, the reality is, in fact, that once you have achieved a SPF of 20, everything above shows a markedly diminished return. The following table shows the effectiveness of different SPF's at blocking UVB radiation.

SPF	% of UVB Blocked
10	90.0%
20	95.0%
40	96.7%
60	98.3%

Unfortunately, the SPF of a sunscreen only addresses ? of the problem and fails to account for the equally harmful UVA radiation that penetrates deeper into the skin than UVB and causes, among other things, wrinkles and premature aging.

There are, at present, only three ingredients that are FDA approved to protect the skin from UVA radiation: avobenzone (also known as Parsol 1789), titanium dioxide, and zinc oxide. Of these three, both titanium dioxide and zinc oxide merely sit on the skin and block the sun's harmful rays and both, unfortunately, in concentrations high enough to be truly effective, clog the skin's pores. Parsol 1789, which penetrates deep into the skin and enhances the skin's own defense mechanisms is, of the three, by far the most desirable. It should, however, be noted that a small quantity of titanium dioxide or zinc oxide serves to enhance the effectiveness of Parsol.

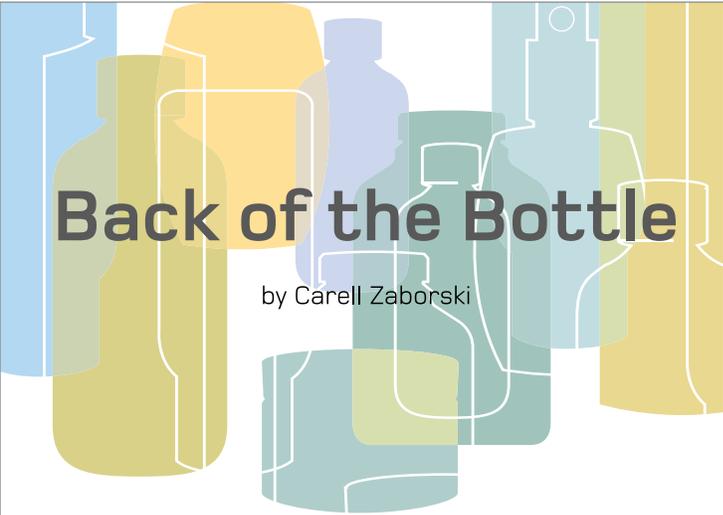
There is currently a great deal of buzz being generated about Mexoryl which, although in use in Europe and Canada as a sunscreen ingredient, is not yet FDA approved. Preliminary studies have shown that like Parsol, Mexoryl is very effective at combating UVA radiation and that it also enhances the effectiveness of Parsol. If early publicity is to be believed, Mexoryl (which is patented by l'Oreal) may be the best of the UVA blockers.

Picking a sunscreen should not be rocket science. Look at the back of the bottle. Does it contain Parsol 1789 as well as small quantities of titanium dioxide and/or zinc oxide? Does it have an SPF of at least 15? This is one time where the choices are clear and easily understood.

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# Back of the Bottle

by Carell Zaborski

**Q: How can I keep abreast of the latest skin care products and keep on top of which new developments and ingredients to look for?**

In a nutshell, the way to stay on top of the latest developments in skin care can be summed up in one word: education. Unfortunately while this may seem deceptively simple on the surface, it is, in reality, far more complicated than it first appears.

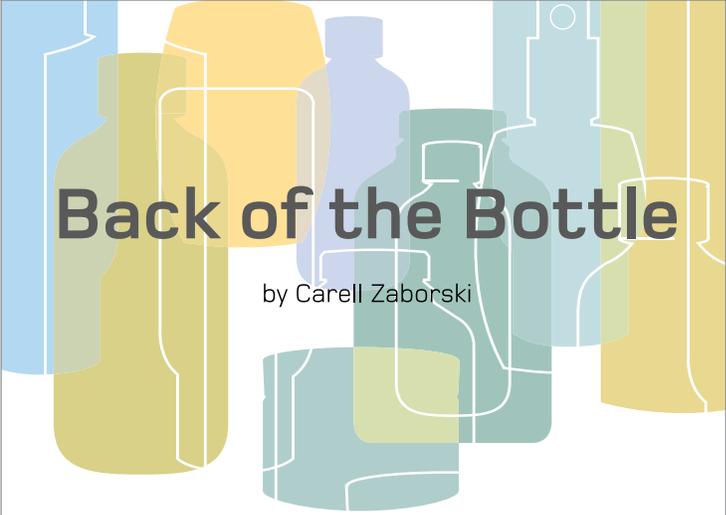
The first and often only place that many people look to find out about new products is to the manufacturers of the products themselves. While in highly regulated industries like the pharmaceutical industry, the information provided by manufacturers must adhere to a strict code of ethics, skin care products are considered by both the FDA and Health Canada to be cosmetics, and therefore product informational material can contain a larger degree of, as the FDA puts it, “puffery”. The question then becomes how can you go beyond what a manufacturer is saying about its products and get your hands on reliable, unbiased information?

The answer to this question can also be summed up in one word: research. The question then is how and where? As in virtually all industries, there are any number of trade publications with articles in them about the latest skin care developments. Publications such as the one that you are reading can be an invaluable independent source of in-depth information. That being said, in today's computer-driven world maybe the best place to do your research is on the internet. Google, along with such sites as [highbeam.com](http://highbeam.com) provide access to more information than a person can digest. The key is to always pay attention to the sources of the information you are getting. Is it independent? Is it verifiable? How credible is the source?

By educating yourself you will not only be able to separate fact from fiction, you will also be able to provide your clients with more in depth answers to their questions, and in doing so you will build client loyalty, generating word-of-mouth advertising and increasing your bottom line.

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# Back of the Bottle

by Carell Zaborski

*Q: What can I do to make my medical spa stand out from all the other medical spas in my area?*

It seems that medical spas are popping up today at a just-slightly-slower rate than Starbucks did at their peak. When I give speeches and attend trade shows and conventions I am often approached by people who have opened a new medical spa and are having a tough time growing their business. Not being a professional marketing person, I am loath to offer marketing suggestions – there are many competent highly-trained PR firms for that – but I am able to tell them what they can do in their day-to-day operations to insure that they have a happy, well serviced clientele who will not only become ongoing, long-term customers, but will also give their spa great word-of-mouth advertising.

Service, Service and Service – If you want your clients to have a wonderful medical spa experience that they will remember and tell their friends about you have to offer them exceptional service. Today's highly-educated medical spa-goers expect to be served by knowledgeable professional people; make sure that your staff is well-trained and well versed in all the products and procedures you provide.

Selection – Not all people are ready to use the most powerful treatments that are currently available; many want skin care that looks and feels good, regardless of how truly ineffective it may actually be. Carry a wide array of products, from cosmetic to serious but make sure that whether a client wants a simple, feel-good moisturizer or one of the new, highly effective complete anti-aging systems, you have something to offer them, and staff who are able to make them feel good about their purchase while at the same time educating them on the merits of the new, more serious, skin care systems.

Atmosphere – This is much more than the décor of your establishment. The tone of the staff also plays a huge roll in the atmosphere of a spa. In my 25+ years of owning a medical day-spa it has always been very apparent that when the staff are happy, the customers are happy, and happy customers spend more money.

In short: give your clients that best medical spa experience you can. Go that extra mile. Make that extra effort. Do whatever it takes to get your clients to rave about you to all of their friends. Create a buzz and your cash registers will start humming.

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**Q: What should I look for in a skin care line to sell in my medical spa?**

When choosing a skin care line for a medical spa there are, first and foremost, three things that your clients demand: Results, results and yes, results. That being said, even though virtually every skin care line claims to offer incredible results, you must sift through all of the information that you are inundated with and somehow ascertain which products are merely hype and which will provide the visible results that your clients demand.

When prescribing skin care products in a medically supervised setting you have, at your disposal a couple of valuable tools that are not available to the rest of the spa community: the tried-and-true Retin-A™ and hydroquinone which, although they have been shown to work, do cause side effects, including redness and peeling, that many people do not want to have to deal with. Therefore, you should look for a line that offers comparable results to those offered by Retin-A™ and HQ, but without the side effects.

Look for a system that consists of products that are pH optimized and designed to work together synergistically and penetrate to the optimal depth for maximum effectiveness. Make sure that you are provided with unretouched before and after photographs that demonstrate the system's effectiveness. Talk to the company that produces the product line. Are they expert both in formulation of the products and the treatment of clients in a spa setting? Can they give you the customer support that you need to maximize the results that you give your clients? How are the products distributed? Through salons, spas, or medical spas only? Must you have to have a physician on staff to prescribe the stronger strength fo



# Back of the Bottle

by Carell Zaborski

**Q: Why is a sunscreen so important and what should I look for in a sunscreen?**

By now I would hope that everyone knows that there is no such thing as a safe suntan. There is simply no way around the fact that a sun tan is, in fact the skin's being damaged by harmful ultraviolet rays. While there are current medical studies suggesting that a total lack of exposure to the sun is also detrimental to our health and can lead to, among other things, a vitamin D deficiency, that in no way changes the fact that direct exposure to the sun causes skin damage and can lead to premature aging or worse: skin cancer.

The only way to combat the cumulative effects of the sun's harmful UVA and UVB radiation is to protect one's skin from the sun's rays which can cause skin damage, even on overcast days. We also know that we have to wear sunscreen to protect us from the aforementioned negative effects of UV radiation; so the question then becomes: what do we look for in a sunscreen?

Historically, sunscreens have protected the skin against UVB radiation, but research has shown that UVA radiation actually causes deeper, longer lasting damage than UVB radiation and contributes to the skin's rapid aging. There are currently only three ingredients that are FDA approved to protect the skin from UVA radiation: avobenzone (also known as Parsol 1789), titanium dioxide, and zinc oxide. While everyone knows about titanium dioxide and zinc oxide, both which physically block the sun's rays and prevent them from damaging the skin, Parsol 1789 works differently in that it is not merely a physical blocker, it also helps the skin's natural defense mechanisms combat the sun's harmful rays. Moreover, it should be noted that of the three ingredients mentioned above, studies have shown that the non-occlusive nature of Parsol 1789 as opposed to Titanium Dioxide and Zinc Oxide which are, in most sunscreen preparations, occlusive and can clog the skin's pores, makes Parsol 1789 a more desirable ingredient.

It should go without saying that if you want to keep your skin healthy and looking young you must wear sunscreen whenever you go out regardless of the weather. Rain or shine, the sun's harmful UV rays can permanently damage your skin, and the only way to protect it is to wear a sunscreen with at least a Sun Protection Factor (SPF) of 15 or greater that protects the skin against both UVA and UVB radiation. Used in conjunction with a skin care regimen that includes powerful antioxidants, a broad spectrum UVA/UVB sunscreen is important in keeping the skin younger looking and more healthy.

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# Vitamin C – the RoadMAP to younger looking skin

By Carell Zaborski



Carell Zaborski has been involved in every area of the skin-care industry throughout her 25-year career - from patient care, as well as patient and practitioner education, to wholesale distribution and retail sales of skin-care products. Over a period of more than 12 years, Ms. Zaborski has trained hundreds of physicians and skin-care specialists, and personally overseen the treatment of thousands of patients.

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It seems that just about every beauty magazine has at least one article about Vitamin-C. After all, virtually every skin care line touts its Vitamin-C content and countless studies and articles have been written about the beneficial effects that Vitamin-C can have on the skin. What is not as widely known, however, is that not all Vitamin-C's are created equal. It is not enough just to have Vitamin-C in a product to produce the desired effects. In order for Vitamin-C to work effectively in skin care formulations it must have specific properties: it must both penetrate the cell and coat the outside of the cell wall in order to prevent cellular degradation, which occurs at both levels, and must be absorbed very quickly by the skin and remain in the skin for a prolonged period of time, thus allowing it to have its desired effect.

Long known to be a powerful antioxidant, Vitamin-C is a vital building block for collagen formation in the skin and, in proper formulations can also serve to increase the skin's elasticity; inhibit hyperpigmentation; diminish skin discoloration, and increase the skin's luminosity. Unfortunately, most skin care products use L-Ascorbic Acid as their primary form of Vitamin C. While L-Ascorbic Acid does, for approximately a week, possess a high degree of bioavailability, it rapidly loses both its stability and its potency, quickly rendering it ineffective. In efforts to combat this rapid loss of effectiveness, L-Ascorbic Acid has been formulated with many different stabilizers and binders that, unfortunately, have been shown to further hamper its effectiveness by not allowing it to penetrate down to the lower layers of the skin. According to Nicholas Perricone M.D. in his book "The Wrinkle Cure":

*The solubility of a vitamin - that is, whether it dissolves in water or in fat - determines which part of a cell that vitamin can enter. With antioxidant vitamins, solubility also determines which part of a cell the vitamin can protect from free radicals.*

*The natural form of Vitamin C, L-Ascorbic Acid, is water-soluble. That means that it can gain admission only to the inside of a cell, which is mostly water. So although L-Ascorbic Acid concentrates in the interior of the cell, it cannot prevent free-radical damage on the outside of a cell. What's more, L-ascorbic acid is very acidic, which makes it quite irritating to the skin. It also breaks down rapidly, losing its potency within 24 hours.*

Furthermore, over an extended period of time, L-Ascorbic Acid can cause the very aging that it is being used to treat. If not properly stabilized it can oxidize and cause inflammation, leading to the release of protease enzymes, which are one of the main causes of dermal aging. Moreover, if L-Ascorbic Acid is at a pH of approximately 3.0 or lower (it requires a pH of ~3.0 or lower for effective penetration); is formulated in a high concentration (above 10%); or is otherwise irritating to the skin; it can also produce protease enzymes, once again leading to premature aging of the skin. Also, due to its exfoliant activity, L-Ascorbic Acid is unsuitable for people with sensitive skin.

Therein lies the basic problem faced by skin care formulae that use Vitamin-C: While L-Ascorbic acid is generally accepted as the only form of Vitamin-C that possesses suitable bioavailability, its instability combined with its inability to simultaneously both coat and penetrate the cell wall render it virtually ineffective in most topical skin care preparations for more than a few days after they are opened. The challenge then, is to come up with a form of Vitamin-C that possesses a high degree of bioavailability combined with properties that allow it to both stay resident on the cell's surface, while simultaneously penetrating the cell wall. Moreover, the formulation must be inherently stable and have a



long-shelf life. Luckily, there is one form of Vitamin-C that does all of the above – Magnesium Ascorbyl Phosphate, or MAP as it is often called.

According to the American Academy of Dermatology, Magnesium Ascorbyl Phosphate is percutaneously (deeply) absorbed into the skin and stays in the skin's cellular layers for up to 48 hours, provided that it is properly formulated with specific liposomes and oligomers. This sustained continuous-action complex bathes both the exterior wall and the interior of the cell with active Vitamin C. In fact, studies have shown that, when properly formulated with specific oligomers, Magnesium Ascorbyl Phosphate is the only form of Vitamin C that simultaneously penetrates the cell wall and coats the exterior of the cell, while remaining both stable and bioavailable for a prolonged period of time. With effective penetration occurring at a relatively neutral pH of approximately 5, Magnesium Ascorbyl Phosphate is gentle on the skin and does not cause any inflammation or associated skin aging.

Although rarely used in high concentrations (it is most effective when used in concentrations of up to 10%, depending on the skin's sensitivity) due to its prohibitive cost (it costs over 100 times more expensive than L-Ascorbic Acid) Magnesium Ascorbyl Phosphate has, because to the qualities mentioned above, been shown to be the best form of Vitamin C for skin care products. Furthermore, in their study: "Inhibitory Effects of Magnesium Ascorbyl Phosphate on Melanogenesis" published in 1993, Tagawa Masato et al confirmed the findings of the American Academy of Dermatology with respect to the stability and longevity of MAP in skin care preparations, while showing that MAP also had a skin lightening effect on more than three quarters of the patients tested.

Magnesium Ascorbyl Phosphate is, in fact, the only truly stable form of Vitamin C that has been shown to have the all of the qualities required in genuinely effective skin care preparations. But, in spite of all the research that shows that Magnesium Ascorbyl Phosphate is far superior to L-Ascorbic Acid in topical skin care products, the price differential alone dictates that L-Ascorbic Acid remains the most common form of Vitamin C used in the skin care industry today

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# Anti-Aging

A HOLISTIC APPROACH

There are three key ingredients to anti-aging:  
A Healthy Mind, A Healthy Body and Healthy Skin

## Part Two – A Healthy Body

By Carell Zaborski

In the previous issue we outlined the importance of a healthy mind in a holistic approach to anti-aging, and touched on a number of things that you can do to insure that your mind is functioning at an optimal level. Now it is time to look in more detail at the second piece of the puzzle: a healthy body.

Once again, we must put everything in context and endeavor to separate fact from fiction. You cannot pick up a magazine or turn on the television without seeing some huckster promising you an amazing lean, sculptured body if you follow their regimen or buy their products. The reality, however, is that the issue is both simpler and more complicated than these evangelists of healthy profits would have you believe. A healthy body, like a healthy mind, is the result of a combination of both defensive and offensive actions that you should take in your day-to-day life. Just as all of the physical activity in the world will not benefit you optimally if you live or work in an environment that is so smoky that you cannot see beyond the end of your arm, neither will living in a healthy environment help you if your intake of saturated fats is ten times the recommended daily level. In this article we will look at some basic issues that affect our bodies and examine things that we can do to optimize our basic physical health.

### THE DANGERS OF SMOKING

Even with all of the bad publicity that smoking has received over the past few years, the vast majority of the population does not know the full extent to which it is damaging to our bodies. While the effects of smoking on our lungs and hearts is common knowledge, few people realize that smoking actually causes permanent vascular damage and that its negative effects can have a domino effect throughout our bodies; triggering many problems that we may not traditionally associate with either smoking or second



hand smoke.

For example, few people are aware of the detrimental effects that smoking has on the musculoskeletal system (the bones, joints and muscles). Studies have shown that even a mild degree of exposure to tobacco smoke can cause:

- \* Decreased bone density
- \* Lumbar disk problems
- \* Higher risk of sustaining hip and wrist fractures
- \* A high risk of failure of bone fusion in fractures and grafts
- \* Lower back pain
- \* Decreased wound healing ability
- \* Increased risk of postoperative infection

The detrimental effects of smoking do not end there. Smoking has also been connected to such gastrointestinal conditions as diverticulitis, inflammatory bowel disease and peptic ulcers. Furthermore, cyanidem, which is found in

tobacco smoke, interferes with thyroid hormone production, and has been shown to play a role in both autoimmune thyroid diseases such as graves disease, as well as hypothyroidism.

In addition, smoking plays a roll in cataracts, macular degeneration and other eye disorders, and appears to be a contributory factor in baldness, premature graying, hearing loss and gum disease.

It is impossible to put enough emphasis on the importance of a smoke-free lifestyle to maintaining a healthy body, and we should all take whatever steps are necessary to minimize, if not eliminate completely, the amount of smoke that we are exposed to in our day-to-day lives. Luckily, we are living in a society where it is becoming increasingly less acceptable to smoke in public, and where, therefore, people are being exposed to second-hand-smoke less and less all the time. Remember, clinical studies have shown that, unless you already have cancer or emphysema, our bodies begin repairing the damage to the respiratory system within days of quitting smoking and much of the damage done is, in fact, reversible.

### YOU ARE WHAT YOU EAT

How many times have we all heard the time-worn adage: "you are what you eat"? As children our mothers did their best to steer us away from such oh-so-seductive delicacies such as Twinkies and potato chips and tried to force us to eat our veggies; and with good reason. It seems that every time you turn around there is a new diet being touted, and diets seem to go in and out of favor more often than hairstyles. Whether it is the Atkins diet or Richard Simmons' Deal-a-Meal, it is extremely difficult to separate fact from fiction and know what is the best thing to do. With so much information out there about a healthy diet, much of it contradictory in

nature, we have decided that instead of going into great detail, we will simply touch on a few basic principles that you should follow as part of any long-term healthy diet.

- \* Insure that your basic vitamin and mineral requirements are met
- \* Eat a balanced diet with emphasis on vegetables and fruits
- \* Eat enough to sustain your body, but not to excess
- \* Avoid fatty and sugary foods as much as possible
- \* Do not eat before you go to bed

There are a myriad of sources from which you can learn about the principles of a healthy, age-smart diet but, no matter what you do, you must keep in mind the principle that the fuel that you put into

your body will be reflected in both the way you look and the way you feel.

### NO SHORTCUTS

It almost seems too obvious that, in order to keep a body healthy, you have to exercise regularly to keep physically fit. Again, like nutrition, you cannot turn on the television without being bombarded by a litany of advertisements for products and programs that promise you the body of a supermodel with only 5 easy payments and 15 minutes a day. Alas, anything that seems too good to be true probably is, and, to the best of my knowledge, there are no supermodels out there who got their physiques by using equipment such as the abflex. Where physical fitness is concerned there are no shortcuts - The first, last, and only way to keep fit is through exercise.

As with a healthy diet, with so many sources available to teach us about beneficial exercise routines, for this article we will only discuss a few basic principles that everyone should know about keeping physically fit.

- \* Regular exercise need not be strenuous; even a walk will have beneficial effects on both the cardio-pulmonary system and the musculoskeletal system.
- \* The body continues to burn calories for up to 30 minutes after a workout, so many shorter workouts a week are more beneficial than one or two longer ones
- \* Any fitness routine should include a balance of both resistance and cardio exercises
- \* Weight training is the single most important form of exercise a mid-life women can do to maintain bone density, muscle mass and good body image

A healthy diet and regular exercise routine form the basis of a healthy physical lifestyle, which, ultimately, is what we want to achieve in order to stay young as long as possible. While it may seem obvious, simply taking care of our bodies is the vital first step along the road that leads to a healthy, long life; and is a critical piece of the anti-aging puzzle. Combined with a healthy mind, a healthy body completes the foundation of the anti-aging edifice and prepares the body for the final step: healthy skin.

Coming in the next issue:  
Part 3 - Healthy Skin



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# VITAMIN C

## Magnesium Ascorbyl Phosphate vs. L-Ascorbic Acid

The importance of Vitamin-C for healthy skin is common knowledge. A powerful antioxidant, it is a vital building block for collagen formation in the skin. In proper formulations Vitamin C can also serve to increase the skin's elasticity; inhibit hyperpigmentation; diminish skin discoloration, and increase the skin's luminosity. These properties have made Vitamin C an integral part of many anti-aging products.

It is not, however, enough just to have Vitamin C in a product to produce the desired effects. In order for Vitamin C to work effectively in skin care formulations it must have specific properties: it must both penetrate the cell and coat the outside of the cell wall in order to prevent cellular degradation, which occurs at both levels, and must be absorbed very quickly by the skin and remain in the skin for a prolonged period of time, thus allowing it to have its desired effect. It should also be noted that when taken internally, Vitamin C has little to no beneficial effect on the skin.

Most skin care products use L-Ascorbic Acid as their primary form of Vitamin C. While L-Ascorbic Acid does, for a period of up to one week possess slightly more bioavailability than Magnesium Ascorbyl Phosphate, it rapidly loses both its stability and its potency, quickly rendering it ineffective. In efforts to combat this rapid loss of effectiveness, L-Ascorbic Acid has been formulated with many stabilizers and binders that, unfortunately, have been shown to further hamper its effectiveness by not allowing it to penetrate down to the lower layers of the skin. According to Nicholas Perricone M.D. in his book "The Wrinkle Cure":

The solubility of a vitamin - that is, whether it dissolves in water or in fat - determines which part of a cell that vitamin can enter. With antioxidant vitamins, solubility also determines which part of a cell the vitamin can protect from free radicals.

The natural form of Vitamin C, L-Ascorbic Acid, is water-soluble. That means that it can gain admission only to the inside of a cell, which is mostly water. So although L-Ascorbic Acid concentrates in the interior of the cell, it cannot prevent free-radical damage on the outside of a cell. What's more, L-ascorbic acid is very acidic, which makes it quite irritating to the skin. It also breaks down rapidly, losing its potency within 24 hours.

Furthermore, over an extended period of time, L-Ascorbic Acid can cause the very aging that it is

being used to treat. If not properly stabilized it can oxidize and cause inflammation, leading to the release of protease enzymes, which are one of the main causes of dermal aging. Moreover, if L-Ascorbic Acid is at a pH of approximately 3.0 or lower (it requires a pH of ~3.0 or lower for effective penetration); is formulated in a high concentration (above 10%); or is otherwise irritating to the skin; it can also produce protease enzymes, once again leading to premature aging of the skin. Also, due to its exfoliant activity, L-Ascorbic Acid is unsuitable for people with sensitive skin.

According to the American Academy of Dermatology, Magnesium Ascorbyl Phosphate is percutaneously (deeply) absorbed into the skin and stays in the skin's cellular layers for up to 48 hours, provided that it is properly formulated with specific oligomers. This sustained continuous-action complex bathes both the exterior wall and the interior of the cell with active Vitamin C. In fact, studies have shown that, when properly formulated with specific oligomers, Magnesium Ascorbyl Phosphate is the only form of Vitamin C that simultaneously penetrates the cell wall and coats the exterior of the cell, while remaining both stable and bioavailable for a prolonged period of time. With effective penetration occurring at a relatively neutral pH of approximately 5, Magnesium Ascorbyl Phosphate is gentle on the skin and does not cause any inflammation or associated skin aging.

Although rarely used in high concentrations (it is most effective when used in concentrations of up to 10%, depending on the skin's sensitivity) due to its prohibitive cost (it costs over 100 times more than L-Ascorbic Acid) Magnesium Ascorbyl Phosphate has, because of the qualities mentioned above, been shown to be the best form of Vitamin C for skin care products.

Magnesium Ascorbyl Phosphate is, in fact, the only truly stable form of Vitamin C that has been shown to have the all of the qualities required in genuinely effective skin care preparations. In spite of all the research that shows that Magnesium Ascorbyl Phosphate is far superior to L-Ascorbic Acid in topical skin care products, the price differential alone dictates that L-Ascorbic Acid remains the most common form of Vitamin C used in the skin care industry today.

Coming in the next issue:  
Attacking Hyperpigmentation

BY CAROL ZABORSKI



Throughout her 25-year career in the skin care profession, Carol Zaborski has acquired a vast quantity of knowledge and experience. Ms. Zaborski has been involved in every area of the skin care industry; from wholesale distribution and retail sales to patient care and patient and practitioner education. Ms. Zaborski has, over a period of more than 12 years, trained hundreds of physicians and skin care specialists, and personally overseen the treatment of thousands of patients.

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With all the new products coming on to the market it is increasingly difficult for professionals to fully understand what works and why. Let us start by analyzing ingredients, not products. Once you understand the action of each ingredient you can explore products that contain effective ingredients.

On their own, even the most potent ingredients may not produce maximum results. They must be combined in proper synergistic formulations with other ingredients to enhance the effects of the product. To further enhance results the ingredients must be formulated in effective delivery systems.

Some of the new high potency ingredients to look for include:

Melablock Complex - has been shown by clinical studies to be extremely effective at treating all non-hereditary types of hyperpigmentation, while being much more gentle on the skin than tretinoin and hydroquinone. Melabloc Complex has been clinically proven to effectively treat many otherwise resistant cases of hyperpigmentation and is completely non-toxic with no negative side effects or down time. Melablock is effective on hyperpigmentation caused by environmental, aging and hormonal stimulations; medications, irritation and acne. Melabloc Complex is a viable alternative to hydroquinone.

Super Oxide Dismutase - one of the most potent antioxidants and also one of the most powerful sources of phospholipids. SOD is one of the body's first

lines of defense, against environmental and other toxic factors that can severely damage the skin.

Essential Fatty Acids - some of the best skin corrective nutrients and inflammation fighters, inhibiting the creation of the free radicals that contribute to aging. Essential Fatty Acids also have a remarkable toning effect on the skin. Generally marine based, omega fatty acids are concentrated in salmon and some botanical fatty acids.

Beta Glucan - comes from the walls of organically grown yeast cells. Beta Glucan produces positive results on sun damaged, wrinkled skin by activating the skin's natural immune system and helping the skin regain it's elastic firmness and smooth texture. Beta Glucan is a very powerful antioxidant & anti-inflammatory agent.

Alpha Lipoic Complex - one of the most potent antioxidant and anti-inflammatory deep acting skin nutritive complexes. Alpha Lipoic Complex is both lipid and water soluble, and can thus rapidly penetrate all portions of the cell. This action greatly enhances cellular energy and protects vitamins C and E at the cellular level. Alpha Lipoic Complex has been clinically shown to be a powerful therapeutic agent in the treatment of aging skin.

Mandelic Acid - accelerates cellular regeneration when combined with highly concentrated glycolic acid and lactic acid, which also has moisturizing properties. A mild bleaching agent on its own, when properly combined, mandelic acid produces results on hyperpigmentation

of many skin types that have proven to be resistant to hydroquinone. Mandelic Acid is a form of AHA that is rarely used in skin care products due to its prohibitive price, which is roughly 10 times the price of glycolic acid.

Photolyase Liposomes - a type of liposome that assists in the reversal of sun damage. A study done at the University of Dusseldorf has shown that photolyase increases cellular immunity and helps the skin repair UV damage. Photolyase helps 'recharge', the cells' internal repair machinery after skin has been exposed to UV damage, enabling the cells' repair mechanism to do its work.

Oligomers - Although technically not a high potency ingredient, they are very important as potent enhancers and stabilizers for delivery system agents. Oligomers aid in the absorption of other key ingredients and allow them to simultaneously perform both individually and synergistically.

Magnesium Ascorbyl Phosphate (Vitamin C) - According to the Journal of the American Academy of Dermatology, magnesium ascorbyl phosphate is percutaneously (deeply) absorbed, and stays in the skin's cellular layers for up to 48 hours if formulated in a proper delivery system. This sustained continuous-action complex bathes the exterior wall and interior of the cell with active Vitamin C. Magnesium Ascorbyl Phosphate is not commonly used in skin care formulations as it costs 100 times more than L-Ascorbic acid.

Only with proper purity, combinations, potency and effective delivery systems,

will maximum results be achieved with these high potency ingredients.

Coming in the next issue: Vitamin C - Magnesium Ascorbyl Phosphate vs. L-Ascorbic Acid

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Developed over a ten-year period, by a team of world-class international cosmetic chemists and medical professionals, Corrective Skin Systems Inc.'s revolutionary new Advanced Esthetic Systems™ skin correction line offers a combination that has never before been available: clinically proven effective results without adverse side effects. Furthermore, unlike other products, Advanced Esthetic Systems™ offers two distinct options: One to be prescribed by physicians and one to be used under the supervision of specially trained estheticians; both of which offer clinically proven effective results.

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# Vitamin C – the RoadMAP to younger looking skin

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It seems that just about every beauty magazine has at least one article about Vitamin-C. After all, virtually every skin care line touts its Vitamin-C content and countless studies and articles have been written about the beneficial effects that Vitamin-C can have on the skin. What is not as widely known, however, is that not all Vitamin-C's are created equal. It is not enough just to have Vitamin-C in a product to produce the desired effects. In order for Vitamin-C to work effectively in skin care formulations it must have specific properties: it must both penetrate the cell and coat the outside of the cell wall in order to prevent cellular degradation, which occurs at both levels, and must be absorbed very quickly by the skin and remain in the skin for a prolonged period of time, thus allowing it to have its desired effect.

Long known to be a powerful antioxidant, Vitamin-C is a vital building block for collagen formation in the skin and, in proper formulations can also serve to increase the skin's elasticity; inhibit hyperpigmentation; diminish skin discoloration, and increase the skin's luminosity. Unfortunately, most skin care products use L-Ascorbic Acid as their primary form of Vitamin C. While L-Ascorbic Acid does, for approximately a week, possess a high degree of bioavailability, it rapidly loses both its stability and its potency, quickly rendering it ineffective. In efforts to combat this rapid loss of effectiveness, L-Ascorbic Acid has been formulated with many different stabilizers and binders that, unfortunately, have been shown to further hamper its effectiveness by not allowing it to penetrate down to the lower layers of the skin. According to Nicholas Perricone M.D. in his book "The Wrinkle Cure":

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Furthermore, over an extended period of time, L-Ascorbic Acid can cause the very aging that it is being used to treat. If not properly stabilized it can oxidize and cause inflammation, leading to the release of protease enzymes, which are one of the main causes of dermal aging. Moreover, if L-Ascorbic Acid is at a pH of approximately 3.0 or lower (it requires a pH of ~3.0 or lower for effective penetration); is formulated in a high concentration (above 10%); or is otherwise irritating to the skin; it can also produce protease enzymes, once again leading to premature aging of the skin. Also, due to its exfoliant activity, L-Ascorbic Acid is unsuitable for people with sensitive skin.

Therein lies the basic problem faced by skin care formulae that use Vitamin-C: While L-Ascorbic acid is generally accepted as the only form of Vitamin-C that possesses suitable bioavailability, its instability combined with its inability to simultaneously both coat and penetrate the cell wall render it virtually ineffective in most topical skin care preparations for more than a few days after they are opened. The challenge then, is to come up with a form of Vitamin-C that possesses a high degree of bioavailability combined with properties that allow it to both stay resident on the cell's surface, while simultaneously penetrating the cell wall. Moreover, the formulation must be inherently stable and have a



long-shelf life. Luckily, there is one form of Vitamin-C that does all of the above – Magnesium Ascorbyl Phosphate, or MAP as it is often called.

According to the American Academy of Dermatology, Magnesium Ascorbyl Phosphate is percutaneously (deeply) absorbed into the skin and stays in the skin's cellular layers for up to 48 hours, provided that it is properly formulated with specific liposomes and oligomers. This sustained continuous-action complex bathes both the exterior wall and the interior of the cell with active Vitamin C. In fact, studies have shown that, when properly formulated with specific oligomers, Magnesium Ascorbyl Phosphate is the only form of Vitamin C that simultaneously penetrates the cell wall and coats the exterior of the cell, while remaining both stable and bioavailable for a prolonged period of time. With effective penetration occurring at a relatively neutral pH of approximately 5, Magnesium Ascorbyl Phosphate is gentle on the skin and does not cause any inflammation or associated skin aging.

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THE MAGAZINE FOR CANADIAN PROFESSIONALS

# Spa Canada<sup>®</sup>

SPA MANAGEMENT - Canada

SERVING THE ESTHETICS, FITNESS AND SPA INDUSTRY



TM

# SOS

SYSTEM FOR OPTIMAL SKIN<sup>TM</sup>

# Seeing Through the Hype

In today's world of glitzy advertising campaigns and mega-buck marketing efforts it is becoming increasingly difficult to separate fact from fiction. Whether it is some unknown company using spam emails to tout its revolutionary "surgery in a bottle", or a multinational corporation claiming their latest products' ability to reverse the signs of aging in just a few short hours, there are a multitude of claims being made that are either misleading, incomplete or, to be blunt, just plain untrue.

While virtually every skin care line out there may – at least temporarily and to some extent – be able to appear to slightly reduce fine lines and wrinkles, there is much more to being an effective anti-aging skin care product than simply offering temporary relief from minor visible signs of aging. The simple fact is that virtually everything that is available to spas and estheticians is more cosmetic than therapeutic. True, it may look good, smell nice and even feel luxurious when applied to the skin, but the reality is that it is, at best, a quick fix, with little to no cumulative efficacy.

After all, we do live in a world that is becoming ever more focused on appearances, and that increasingly loves instant fixes. You only have to look at how wildly popular plastic surgery is becoming to realize just how prevalent this obsession is. Yes, it is true that plastic surgery can make you look younger, but by taking proper care of your skin you can ward off the need for it as long as possible, and surgery, of any kind, brings with it its own unique set of risks. It should, therefore, come as no surprise that even most of the products touting long-term anti-aging benefits and claiming to be able to repair the skin, emphasize their immediate results. The truth is that, no matter how persuasive the marketing campaign, there is no short cut to truly effective anti-aging dermal therapy.

Yes, we want it all and we want it now. We desire creams that will instantly transform our flawed complexions, and make them appear like the impeccably airbrushed supermodels that we see in the ads for the products that we are buying.

Wrinkles: Aren't they for our grandparents? Pores: Who needs them? We live in a world in which blemishes, of any kind, are very outré. Sadly, this wonderful utopia in which we would dearly love to live bears little to no resemblance to the world that is hustling and bustling around us on a daily basis. Alas, this real world is one that contributes to aging us as quickly as possible: from smog, smoke and other harmful pollutants to the sun's damaging UVA and UVB rays, and the stresses of daily life; it would seem that there is a widespread conspiracy aimed at making us look old before our time.

While there may be no simple, all-in-one solution to the myriad of problems facing us in our quest for younger, healthier looking skin, modern advances in cosmetic chemistry have finally made it possible to achieve long-lasting visible results. The key lies in the synergistic use of a combination of cutting-edge, proven ingredients; formulated in a skin correction system incorporating effective delivery systems capable of delivering these active ingredients to the optimal depth in the skin.

## THE SEARCH FOR A SOLUTION

Realizing the burgeoning need for truly effective topical skin care products that provide visible, yet lasting results, Essential Skin Solutions Inc.'s Founder and President Carell Zaborski assembled an internationally renowned team of cosmetic chemists and medical professionals, with the specific goal of formulating a suite of products that would address the growing demand for maximum-performance, skin restoration and rejuvenation therapy, by increasingly educated and sophisticated consumers. These consumers want a skin care solution that gives them the results that they demand without any of the side effects that are commonly associated with physician-prescribed products like Retin-A™.



CARELL ZABORSKI

Having owned a physician-associated skin care clinic since 1978, Ms. Zaborski had seen and heard it all, and, armed with experience that being an



esthetician, a spa-owner, a skin care educator and a distributor of high-potency physician-prescribed products had given her, she and her team set out to create a system that would address the concerns she had become only too familiar with. Now, after almost a decade in the development and testing stages, the System for Optimal Skin™ (SOSTM) Skin Correction System is finally here!

The breakthrough formulations of the SOSTM Skin Correction System have taken skin care to the next level, and now make it possible to finally have it all: clinically proven effective results without the dryness, redness, peeling, inflammation or sensitivity that is generally associated with high potency products.

Her over 25 years of experience in the skin care industry have taught Ms. Zaborski that there is more to effective skin care than simply creating products containing all of the popular ingredients

and slathering them on the skin. "Even if the individual ingredients in a product or line of products have been shown to have beneficial effects on the skin, unless they are synergistically formulated with effective delivery systems that insure both optimum pH and penetration into the skin, they will not have the effects that they are touted as having. In fact, in order to get both maximum efficacy and optimal penetration into the skin, the active ingredients must be carefully combined and formulated into a complete, optimized system."

"The more educated and informed a consumer becomes, the more important results are. While at first the thought of using a complete skin care system may seem daunting to some people, I have found that once a client begins to see the unbelievable results that the daily use of the SOSTM Skin Correction System can provide, they are so thrilled that not only do they remain loyal to the product but they refer their friends and relatives, greatly increasing my customer base by word of mouth."

#### WHY A COMPLETE SYSTEM?

To achieve optimal skin correction results it is not enough to formulate a product with all of the latest ingredients. The simple fact is that different ingredients, even though they may have been clinically proven to have a beneficial effect on the skin, must work at different depths and pH's in order to be effective. The only way to insure that you are receiving the maximum benefit from any ingredient is to insure that it is formulated with a delivery system that takes it to the optimal depth and allows it to remain there at the correct pH. Furthermore, some ingredients are rendered ineffective and can actually counteract each other when formulated together.

SOSTM contains the latest, proven, maximum potency ingredients formulated with revolutionary delivery systems, all at optimal pH levels, enabling the critical ingredients to penetrate to the optimal depth function at maximum potency. A scientifically advanced system, the SOSTM Skin Correction System is made up of a suite of products that, while they do work effectively on their own, when used together as a system, provide heretofore unachievable skin correction, restoration and rejuvenation.



BEFORE

AFTER



BEFORE

AFTER

SYSTEM FOR OPTIMAL SKIN™ (SOSTM)  
www.sosresults.com

# THE SYSTEM FOR OPTIMAL SKIN™ (SOSTM™)

Presenting System for Optimal Skin™. This is the only skin rejuvenation system formulated with the purest and best possible combination of active ingredients for maximum effectiveness. This is the only skin care system to contain high-potency ingredients that remain at optimal pH levels and in stable formulations for maximum penetration. This is the most scientifically advanced system to yield clinically proven results.

**SOSTM™** – this is the only system to work at optimal strength to ensure optimal skin:

- Significantly improves the skin's density, resilience and radiance through stable, deep-penetrating and long-lasting topical antioxidant vitamins and minerals

- Slows visible signs of aging through the use of stimulating, toning and firming botanical and marine phytochemical/enzyme complexes

- Diminishes pigmentation such as age spots and freckles with remarkable, newly discovered, natural and non-toxic skin lightening complexes

- Produces professional skin resurfacing and rejuvenating results by optimizing the newest, most potent skin correction catalysts available today.

**SOSTM™** succeeds with all skin types, including sensitive, telangiectasia and rosacea. The system also works effectively to condition the skin for pre- and post-cosmetic surgery, laser resurfacing, microdermabrasion or skin peels.



## SOSTM™ Products

### SOS.01 Purifying Cleanser™

The first step to healthy skin, this pH-optimized, soap-free foaming gel gently removes excess oils and impurities without stripping the skin of natural moisture. Marine Lipoic Antioxidant Complex™ and Green Tea Extracts combine with the powerhouse trio of Glycolic, Lactic and Alpha-Lipoic Acids to penetrate deep into the skin, delivering a potent array of antioxidants while optimizing the effectiveness of the complete **SOSTM™** Skin Correction System.



### SOS.02 Gentle Cleanser™

This thick, rich cleanser works particularly well on acne and/or sensitive skin. **SOS Gentle Cleanser™'s** rich yet soothing formula includes botanicals such as calming Aloe Vera Gel, anti-inflammatory Ivy, emollient Slippery Elm and soothing Jojoba Oil. In addition, Provitamin B5 pacifies the skin while preparing it for the next steps of the **SOSTM™** Skin Correction System.



### SOS.03 Refreshing Toner™

**SOS Refreshing Toner™** completes the cleansing process, with moisture-replenishing Aloe Vera Gel and the powerful Glycolic, Lactic and Alpha-Lipoic Acids leaving the skin remarkably hydrated and refreshed. This pH-optimized soothing tonic also sweeps away any residual flakiness, continuing to refine the skin surface and to lay the foundation for all treatment products to come.



# SOS



## SOS.04 Soothing Toner™

This pH balanced toner contains botanicals to tone and soften sensitive, dry and/or acneic skin. Aloe Vera Gel helps to protect and heal the dry and chapped epidermal layer, while Witch Hazel soothes skin irritations, Chamomile conditions roughened skin and Cornflower and Allantoin help to heal damaged cells, all while leaving the skin optimally prepared for the remaining **SOS™** Skin Correction System.



## SOS.06 Illuminating Lotion™

This important lotion contains Hydroquinone, a proven, highly effective skin lightener that reduces pigmentation caused by sun, aging, acne and pregnancy. **SOS Illuminating Lotion™** also contains Salicylic Acid to contain and prevent blemishes, plus moisturizing and healing ingredients such as Allantoin and Vitamin E to counter any irritations that may occur. The addition of Vitamin A (Retinol) also helps to reduce the appearance of fine lines and wrinkles.



## SOS.07 Enlightening Serum™

Once the skin has been purified, rejuvenated and refreshed, it is ready for enlightenment. This vigorous serum works deeply to balance any uneven skin pigmentation caused by the sun, aging and hormones. Super-concentrated **SOS Enlightening Serum™** contains Mandelic Acid Complex, a potent, AHA-based lightening formula and Melanin Anti-Aging Complex™, an extremely effective complex that has been clinically proven to diminish pigmentation.



## SOS.05 Rejuvenating Mask™

Exfoliation keeps skin bright, clean and fresh, resulting in age-defying, smoother-feeling skin. This high-potency marine mud mask accelerates the activity of the complete **SOS™** Skin Correction System by sloughing away old cells and increasing new cell production. Its vigorous combination of deep-penetrating Glycolic Acid, mineral-rich Kaolin Clay, nourishing and calming Sea Kelp, as well as super oil-absorbent Silica all work to revitalize and rejuvenate even the most tired skin.

## SOS.08 Nourishing Moisturizer™

A revolutionary new skin rejuvenator and fortifier, **SOS Nourishing Moisturizer™** combines the ultimate repairing effects of Super Oxide Dismutase Liposomes and the healing antioxidant effects of Marine Lipoic Antioxidant Complex™ with Magnesium Ascorbyl Phosphate – a uniquely stable and bio-available form of Vitamin C. The synergistically stimulating Glycolic and Lactic Acids also encourage cellular turnover and renewal, helping to repair aging and damaged skin.



SYSTEM FOR OPTIMAL SKIN™ (SOS™)  
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SOS.09

Repairing Moisturizer™

Providing maximum-strength, deep hydration and rejuvenation, **SOS Repairing Moisturizer™** combines Glycolic, Lactic and Hyaluronic Acids with Marine Lipoic Antioxidant Complex™ to soothe and invigorate the skin. It also works in synergy with SOD Liposomes and Phospholipids to offer maximum cellular regeneration and repair. A clinically proven breakthrough in cellular replenishment and hydration, this powerful moisturizer produces a more youthful, radiant skin.



SOS.12

Eye Defense Cream™

This soothing cream helps to repair and protect skin damage around the fragile eye area. Magnesium Ascorbyl Phosphate Complex and Beta Glucan also help to improve sun damaged and aged skin, while the antioxidants Kinetin and White Tea Extract protect the skin from harmful free radicals. In addition, **SOS Eye Defense Cream™** contains Melanin Anti-Aging Complex™, which works to actively diminish under-eye pigment discoloration.



SOS.10

Regenerating C Serum™

Vitamin C is a proven antioxidant, visibly firming and smoothing aging skin. In order for Vitamin C to work optimally, it must be in a stable formula that enables it to both penetrate the cell and coat the outside of the cell wall. **SOS Regenerating C Serum™** contains 10% Magnesium Ascorbyl Phosphate Complex - the only proven formulation to do both simultaneously in a sustained, continuous action, penetrating the skin for maximum and optimal depth up to 24 hours after application.



SOS.13

SunGuard Face Block™ SPF 20

Offering the ultimate in broad spectrum protection from both UVA and UVB radiation, **SOS SunGuard Face Block™** provides an effective shield against the sun's harmful rays. Formulated with Parsol 1789, it also contains Aloe Barbadensis Leaf Extract, which provides a rich, non-oily feel with long-lasting moisturizing properties. **SOS SunGuard Face Block™** is recommended for all skin types.



SOS.11

Intense Moisturizer™

This rich moisturizer contains healing, soothing Aloe Vera Gel as well as a special moisturizing complex of Sodium Lactate, Sodium PCA, Hydrolyzed Collagen and the Amino Acid Proline. This powerful combination replicates the natural moisturizing properties of the skin. Daily use of **SOS Intense Moisturizer™** truly helps to improve the suppleness, elasticity, resistance to stretching and cracking of skin.



# TESTIMONIALS



*"The System for Optimal Skin™ will change damaged or aging skin to healthy younger looking skin. As a result all pigmented and blotchy areas, acne, scars as well as aging skin can be improved. Skin health can be restored using the System for Optimal Skin™. The System for Optimal Skin™ program is effective for all types and colors of skin."*

**Dr. Henry Shimizu, MD, FRCS.**  
Plastic Surgeon

*"The results were rapid and beyond my wildest dreams. I could not believe that anything could produce the results that your line has. Within a few short months my skin problems had all but disappeared. I was also pleasantly surprised that there was no burning or discomfort, unlike that which I had experienced with other products that did not yield anywhere near as good results as your **SOS™** system did."*

**Jacquie Adams**  
President. Sea-Spa Inc.

*"My desire to eliminate my pigmentation and freckles, combined with my desire to gain a more youthful appearance and slow the aging process has, in the past, been an unachievable goal in spite of the fact that I have tried virtually every product on the market. The System for Optimal Skin™ was able to solve all of my skin care problems."*

**Shirley Hackman**  
Retired Teacher/Store Manager

*"My experience with System for Optimal Skin™ was truly astounding and most gratifying. You customized a program to best suit my skin type and needs. System for Optimal Skin™ performed like no other I have encountered on the market. My skin is now spotless and blemish free and I no longer have discoloration and pigmentation."*

**H. Roy**  
Account Executive

# SOS

**SYSTEM FOR OPTIMAL SKIN™ (SOS™)**  
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**SOS**™  
SYSTEM FOR OPTIMAL SKIN™

# Seeing Through the Hype

For decades, one of the major challenges facing the skin care industry has been developing products that effectively address the unique problems experienced by aging skin. In order to understand and adequately overcome these challenges it is important to understand both the issues facing the skin as we age, as well as the chemistry involved in rejuvenating it.

The factors causing the skin to age can be broken down into two basic groups: genetic and environmental; which are often referred to as intrinsic (genetic) and extrinsic (environmental). While there is a basic pattern experienced by the skin as we age, each individual's skin ages in a unique manner in accordance with a genetic blueprint contained within each cell in the body. With time, the cellular renewal process slows down dramatically. As babies, our skin is plump and highly elastic - a thick dermis and thin epidermis, and its cellular turnover time is roughly once every 7 days. By the time we have reached adulthood, our dermis has thinned considerably, and our skin possesses a greatly reduced elasticity and an ashier appearance. In fact, adult skin cellular turnover generally slows down to approximately once every 28 days and eventually to once every 40 days or more.

Moreover, with time the pace of cellular destruction within the skin outpaces its cellular production and repair; its ability to ward off internal free radical damage decreases, and its immunity to external toxic agents (UV radiation, toxic/inflammatory topical compounds etc.) rapidly declines. This allows free radicals: the unstable and destructive substances that are responsible for many of the degenerative changes associated with aging skin, to start degrading the connective matrix of the skin.

In brief, as we age our skin becomes characterized by, among other things:

- a thinner appearance
- a decrease in collagen and elastin
- a thinning of the dermis
- a loss of fat deposits in hands
- a decrease in microcirculation
- decreased immunity
- decreased sebum production

- an increase in melanocyte activity resulting in the production of excess melanin.

In order to counteract these deleterious effects that aging has on our skin we must both protect it from the harmful agents that are out to damage it, as well as stimulate its own reparative and rejuvenating properties. In short, to be truly anti-aging, a skin care product or system must simultaneously perform both restorative and regenerative functions.

Virtually all of the anti-aging products on the market today are merely a quick, and unfortunately temporary, fix. Everything that the cosmetics industry does really just masks the aging process, rather than enhancing the skin's normal regenerative mechanisms. There are many products out there that appear to minimize the skin's visible signs of aging, but in reality, they are generally simply moisturizing and "plumping out" the skin. To demonstrate this, all you have to do is apply ANY moisturizer to the top of your hand and you will instantly see an improvement in the appearance of your skin. Unfortunately, while they do provide an immediate (albeit short lived) improvement to the skin's appearance, most moisturizers actually slow down the skin's exfoliation process and hence hamper its intrinsic regenerative and restorative abilities.

## SOLVING THE SKIN CARE PUZZLE

Virtually every anti-aging product on the market promises incredible, instant, results. Unfortunately, this "puffery" (as the FDA defines such unsubstantiated marketing statements) bears little to no resemblance to what the products are actually doing. Moreover, the temporary results that many products may appear to offer are generally at the expense of causing inflammation of the skin, which is one of the major causes of aging. Yes, they may moisturize the skin or, by topically paralyzing the areas where they are applied, temporarily cause fine lines and wrinkles to appear to visibly decrease, but the reality is that they are doing very little in the way of providing sustainable, long-term anti-aging results. The only way to do this is, as alluded to above, to stimulate the skin's own regenerative and restorative processes.

Unfortunately, it is not possible for a single product to effectively perform all of the functions that are

necessary if true, long-lasting anti-aging results are to be achieved. Moreover, simply using a number of different products or ingredients that individually perform certain necessary functions will not do the trick either. What you need if you want real, sustainable results is a skin care system that has been specifically designed so that all of the individual products in it work together to stimulate the skin's own reparative and rejuvenating functions, while protecting it from further damage. The key lies in the synergistic use of a combination of cutting-edge, proven ingredients; formulated in a skin correction system incorporating effective delivery systems capable of delivering these active ingredients to the optimal depth in the skin.

Furthermore, the optimum purity, combination and potency of the active ingredients must be delivered in a stable solution that allows them to effectively target the appropriate layers of the skin to yield the fastest effective results:

- The two most important substances in the skin are proteins and lipids, which provide the materials for protection and the permeability barrier of the skin.



- Most high potency products have, in their attempt to correct skin abnormalities, seriously compromised this critical lipid layer leaving the skin highly inflamed and vulnerable to antioxidant damage.
- Phospholipid rich, liposomal delivery systems are necessary to allow all of the ingredients to work individually throughout the various layers of the skin; performing different functions independently and simultaneously.
- Independent agents that cannot normally work together in one formula are, with this new delivery system, for the first time able to work synergistically together.

### SYSTEM FOR OPTIMAL SKIN™ (SOSTM™)

With the sole goal in mind of producing a skin correction system that would achieve visible, long-lasting, anti-aging results, an international team of research scientists, cosmetic chemists and medical professionals spent over ten years developing and testing the revolutionary new **System for Optimal Skin™ (SOSTM™)** skin rejuvenation system. Through the use of cutting-edge, deep-penetrating, and highly potent ingredients that are synergistically formulated in advanced delivery systems; **SOSTM™** has achieved a goal that has, until now, been unattainable: it gives clinically proven effective results, while simultaneously preserving, replenishing and increasing the skin's lipid barrier.

**SOSTM™** offers the highest purity and most technologically advanced professional strength ingredients in fully synergistic and clinically targeted systems.

- Concentrated products containing sustained delivery agents allow potent ingredients to independently yet simultaneously perform multi-action functions at various cellular levels.
- Completely synergistic stable formulations insure the effectiveness of the product line.
- Anti-inflammatory, antioxidant, omega fatty acids, marine and botanical enzymes, and liposomal complexes combine with potent alpha and beta hydroxides, enabling maximum penetration of the active ingredients.
- New and unique highly effective natural skin lightening complexes work more effectively than ever before.
- Lipids provide moisturization with agents that are more closely linked to the structure of the skin. Every ingredient is designed around better penetration.



SYSTEM FOR OPTIMAL SKIN™ (SOSTM™)  
www.sosresults.com

# SYSTEM FOR OPTIMAL SKIN™ (SOS™)

SOS™ is the only system to work at optimal strength to ensure optimal skin:

- Significantly improves the skin's density, resilience and radiance through stable, deep-penetrating and long-lasting topical antioxidant vitamins and minerals
- Slows visible signs of aging through the use of stimulating, toning and firming botanical and marine phytochemical/enzyme complexes
- Diminishes pigmentation such as age spots and freckles with remarkable, newly discovered, natural and non-toxic skin lightening complexes
- Produces professional skin resurfacing and rejuvenating results by optimizing the newest, most potent skin correction catalysts available today.

With its potent anti-inflammatory and antioxidant ingredients, SOS™ succeeds with all skin types, including sensitive, telangiectasia and rosacea and, unlike most skin care products never compromises either the skin's lipid barrier or acid mantle. In fact, SOS™, through its careful combination of ingredients, formulated in its proprietary delivery systems actually supplements and strengthens the skin's natural lipid barrier. Furthermore, SOS™ also works effectively to condition the skin for pre- and post-cosmetic surgery, laser resurfacing, microdermabrasion or skin peels.



## SOS™ PRODUCTS

### SOS.01

#### Purifying Cleanser™

The first step to healthy skin, this pH-optimized, soap-free foaming gel gently removes excess oils and impurities without stripping the skin of natural moisture. Marine Lipoic Antioxidant Complex™ and Green Tea Extracts combine with the powerhouse trio of Glycolic, Lactic and Alpha-Lipoic Acids to penetrate deep into the skin, delivering a potent array of antioxidants while optimizing the effectiveness of the complete SOS™ Skin Correction System.



### SOS.02

#### Gentle Cleanser™

This thick, rich cleanser works particularly well on acne and/or sensitive skin. SOS.02 Gentle Cleanser's™ rich yet soothing formula includes botanicals such as calming Aloe Vera Gel, anti-inflammatory Ivy, emollient Slippery Elm and soothing Jojoba Oil. In addition, Provitamin B5 pacifies the skin while preparing it for the next steps of the SOS™ Skin Correction System.



### SOS.03

#### Refreshing Toner™

SOS.03 Refreshing Toner™ completes the cleansing process, with moisture-replenishing Aloe Vera Gel and the powerful Glycolic, Lactic and Alpha-Lipoic Acids leaving the skin remarkably hydrated and refreshed. This pH-optimized soothing tonic also sweeps away any residual flakiness, continuing to refine the skin surface and to lay the foundation for all treatment products to come. This is a necessary step to lay the critically accurate pH foundation for maximum efficacy and penetration of the products.



# SOS



## SOS.04 Soothing Toner™

SOS.04 Soothing Toner™ is used on all skin types to lower the skin's pH below its normal levels, thereby allowing maximum benefits from the use of the complete SOS™ Skin Correction System. Unlike other toners, SOS.04 Soothing Toner™ is not designed to dry the skin and return it to a normal pH, but rather it lowers the pH to a level that enables maximum efficacy from the system and gives the client more benefits than are offered by other products. This toner was designed to be both a toning astringent and a soothing, softening, moisturizing foundation for skin care.



## SOS.06 Illuminating Lotion™

This important lotion contains 1.95% Hydroquinone, a proven, highly effective skin lightener that reduces pigmentation caused by sun, aging, acne and pregnancy. SOS.06 Illuminating Lotion™ also contains Salicylic Acid to contain and prevent blemishes, plus moisturizing and healing ingredients such as Allantoin and Vitamin E to counter any irritations that may occur. The addition of Vitamin A (Retinol) also helps to reduce the appearance of fine lines and wrinkles.



## SOS.06Rx Rx Illuminating Lotion™

Available only through physicians, and formulated with 4% Hydroquinone, SOS.06Rx Illuminating Lotion™ rapidly lightens dark areas on the skin such as freckles, age and liver spots, as well as pigment occurring from pregnancy or the use of oral contraceptives. It is effective on all skin types.

## SOS.07 Enlightening Serum™

Once the skin has been purified, rejuvenated and refreshed, it is ready for enlightenment. This vigorous serum works deeply to balance any uneven skin pigmentation caused by the sun, aging and hormones. Super-concentrated SOS.07 Enlightening Serum™ contains Mandelic Acid Complex, a potent, AHA-based lightening formula and Melanin Anti-Aging Complex™, an extremely effective complex that has been clinically proven to diminish pigmentation.



## SOS.07Rx Rx Optimizer™

Available only through physicians, and using 4% Hydroquinone, SOS.07Rx Optimizer™ rapidly lightens dark areas on the skin such as freckles, age and liver spots, or pigment in the skin that may occur in pregnancy or from the use of oral contraceptives. Designed for use with tretinoin.

## SOS.05 Rejuvenating Mask™

Contains 15% glycolic acid and clays that allow the SOS™ Skin Correction System to penetrate deeper, providing a similar effect to a glycolic peel. SOS.05 Rejuvenating Mask™ amplifies accelerated skin rejuvenation results and also contains replenishing, soothing ingredients like omega fatty acids and marine minerals.



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**SOS.08**  
**Nourishing Moisturizer™**

A revolutionary new skin rejuvenator and fortifier, SOS.08 Nourishing Moisturizer™ combines the healing antioxidant effects of Marine Lipoic Antioxidant Complex™ with Magnesium Ascorbyl Phosphate – a uniquely stable and bio-available form of Vitamin C – providing the ultimate protective effects of potent, critical adjuncts to daily sunprotection. The synergistically stimulating Glycolic and Lactic Acids also encourage cellular turnover and renewal, helping to repair aging and damaged skin.



**SOS.09**  
**Repairing Moisturizer™**

Providing maximum-strength, deep hydration and rejuvenation, SOS.09 Repairing Moisturizer™ combines Glycolic, Lactic and Hyaluronic Acids with Marine Lipoic Antioxidant Complex™ to soothe and invigorate the skin. It also works in synergy with a potent and unique Beta Glucan/SOD restorative complex (a deep acting multi-peptide rich complex) and Phospholipids to offer maximum cellular regeneration and repair. A clinically proven breakthrough in cellular replenishment and hydration, this powerful moisturizer produces a more youthful, radiant skin.



**SOS.10**  
**Regenerating C Serum**

Vitamin C is a proven antioxidant, visibly firming and smoothing aging skin. In order for Vitamin C to work optimally, it must be in a stable formula that enables it to both penetrate the cell and coat the outside of the cell wall. SOS.10 Regenerating C Serum™ contains 10% Magnesium Ascorbyl Phosphate Complex - the only proven formulation to do both simultaneously in a sustained, continuous action, penetrating the skin for maximum and optimal depth up to 24 hours after application.



**SOS.11**  
**Intense Moisturizer**

This rich moisturizer contains healing, soothing Aloe Vera Gel as well as a special moisturizing complex of Sodium Lactate, Sodium PCA, Hydrolyzed Collagen and the Amino Acid Proline. This powerful combination replicates the natural moisturizing properties of the skin. Daily use of SOS.11 Intense Moisturizer™ truly helps to improve the suppleness, elasticity, resistance to stretching and cracking of skin and has the unique ability to deeply moisturize without causing breakout.



**SOS.12**  
**Eye Defense Cream**

This soothing cream helps to repair and protect skin damage around the fragile eye area. Magnesium Ascorbyl Phosphate Complex and Beta Glucan also help to improve sun damaged and aged skin, while the antioxidants Kinetin and White Tea Extract protect the skin from harmful free radicals. In addition, SOS.12 Eye Defense Cream™ contains Melanin Anti-Aging Complex™, which works to actively diminish under-eye pigment discoloration.



**SOS.13**  
**SunGuard Face Block SPF 20**

Offering the ultimate in broad spectrum protection from both UVA and UVB radiation, SOS.13 SunGuard Face Block™ provides an effective shield against the sun's harmful rays. Formulated with Parsol 1789, it also contains Aloe Barbadensis Leaf Extract, which provides a rich, non-oily feel with long-lasting moisturizing properties. SOS.13 SunGuard Face Block™ is recommended for all skin types.



# TESTIMONIALS



*"The System for Optimal Skin™ will change damaged or aging skin to healthy younger looking skin. As a result all pigmented and blotchy areas, acne, scars as well as aging skin can be improved. Skin health can be restored using the System for Optimal Skin™. The System for Optimal Skin™ program is effective for all types and colors of skin."*

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Plastic Surgeon

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**H. Roy**  
Account Executive

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# SOS

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# BACK OF THE BOTTLE

BY CARELL ZABORSKI

**Q: I am seeing more and more products that are claiming to perform many functions at the same time; can these products deliver as promised?**

While there is a trend towards using fewer products with multiple functions, the reality is that, in many cases, this is, in fact, counterproductive and can inhibit the efficacy of some of the most effective anti-hyperpigmentation and anti-aging ingredients.

Different ingredients work best at different pH's and different depths in the skin, making it difficult to formulate them in one product. In order to be optimally effective the best products are formulated specifically to enhance and maximize the efficacy of key ingredients. Such powerful anti-aging ingredients as Magnesium Ascorbyl Phosphate (MAP), Beta Glucan and Superoxide Dismutase need proper, targeted delivery systems to have the maximum possible effect, and combing many functions into one product hampers their ability to truly provide the beneficial results that they are capable of.

While there are new products out touting their ability to perform multiple functions such as cleansing and toning or toning and

moisturizing in one product, the reality is that, as is the case with so many skin care products, the truth does not live up to the hype. The only sure-fire way to achieve visible, clinically proven, truly effective, long-term anti-aging and anti-hyperpigmentation results is still to use a synergistically formulated system or suite of products that is designed to allow all of the key ingredients to work at their optimal depth and pH.

While there are advances in anti-aging technology being made all the time, with the exception, perhaps, of combining a moisturizer with a sun block (a combination that we are beginning to see more and more often); there are, unfortunately, no short cuts, and regardless of what some products may claim, there are no wonder-creams that can do it all.

Please submit your questions by email to Ms. Zaborski at [carell@sosresults.com](mailto:carell@sosresults.com)

*In 1978 Ms. Zaborski founded the Corrective Skin Care Institute Inc, a pioneering medical spa, and for the past ten years has worked with an international team of cosmetic chemists and medical professionals to develop the System for Optimal Skin™ (SOSTM) skin correction system.*

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# BACK OF THE BOTTLE

BY CARELL ZABORSKI

**Q: There are a number of skin care products that use oxidized water. What is this and what does it do?**

Oxidized or super-oxidized water (SOW) is water that has been electrolyzed, with the result being that a single oxygen electron is knocked out of its orbit. Although it has been around for over twenty years and has been shown to be effective in killing bacteria, viruses and various spores, it has always had a very short shelf life of only a few hours, which has made it impractical to use in most formulations. It is also generally either extremely acidic or alkaline, which can lead to tissue damage when used topically on the skin.

A few years ago, however, Oculus Innovative Sciences patented a process that produces a stable, pH neutral SOW under the trade names "Dermacyn™" and "Microcyn™". Approved by the FDA and Health Canada in May 2005, this new SOW has proven to be an extremely effective, safe and environmentally friendly way to kill any kind of bacteria, mycobacteria, spores, fungi and viruses. There are also early tests that show that, in addition to being a powerful anti-infective agent, SOWs also block the inflammatory process and speed the healing of burns, ulcers and other dermal wounds.

That being said, the oxidized water touted in many cosmetic and skin care products is generally much ado about very little and is often simply hydrogen peroxide added to the water in the formulation. The cosmetic and skin care business is, unfortunately, driven by marketing and the reality of what products do is, more often than not, obscured by slick marketing and grandiose claims. While stable, neutral pH SOW may, at some point, be shown to have beneficial anti-aging effects, but there is still much research needed before such claims can be backed up by visible, demonstrable, clinical evidence.

**Please submit your questions by email to Ms. Zaborski at [carell@sosresults.com](mailto:carell@sosresults.com)**

*In 1978 Ms. Zaborski founded the Corrective Skin Care Institute Inc, a pioneering medical spa, and for the past ten years has worked with an international team of cosmetic chemists and medical professionals to develop the System for Optimal Skin™ (SOS™) skin correction system.*

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# BACK OF THE BOTTLE

BY CARELL ZABORSKI

**Q: I am hearing a lot about idebenone being the ultimate antioxidant. What is idebenone and should I look for it in the products I sell?**

Idebenone, a synthetic analog of Coenzyme Q10 (CoQ10), is an extremely powerful antioxidant. Unlike CoQ10, however, idebenone does not switch from being an antioxidant to a free radical producer when in a hypoxic (oxygen-starved) environment. While it has been proven to be a stable, safe substitute for CoQ10 in most applications and is now being touted in many skin care products as the best new wrinkle fighter, the reality is that there is, in fact, little evidence that it produces the promised beneficial effects.

CoQ10 has been shown in a number of small studies to lessen wrinkles in the skin. It appears that, based on these findings, companies have been rushing Idebenone creams into production relying on the extrapolation that due to its close analogy to CoQ10, Idebenone will provide similar beneficial results. While this may appear to be a logical conclusion, and while Idebenone does exert many of the same effects on cells that CoQ10 does, there are also many differences between the two that should not be overlooked. Thus, it appears that with no studies out comparing the effects of CoQ10 and Idebenone on the skin, the flood of products containing Idebenone has more to do with companies' desire to

rush the newest, hottest ingredients to the market than with solid research. That being said, at least the questions that are asked about the use of Idebenone tend to have more to do with its effectiveness than its safety, as it is generally accepted that Idebenone is safe.

No matter how effective Idebenone may prove to be, it does not change the fact that results that are comparable can be achieved by using products containing such ingredients as Super Oxide Dismutase, Beta Carotene, Retinal Palmitate, and Beta Glucan. It is also important to note that just having one or two ingredients that have been shown to be effective does not guaranty results. The products must be synergistically formulated with a proper delivery system to ensure that they are at the proper pH, provide the correct degree of activity and that they penetrate to the proper depth in the skin.

Please submit your questions by email to Ms. Zaborski at [carell@sosresults.com](mailto:carell@sosresults.com)

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# BACK OF THE BOTTLE

BY CARELL ZABORSKI

**Q: What is the best way to customize a skin care routine for my clients so that they get the best results possible?**

We all know that people have different skin types and it is only common sense that these different skin types require different treatments in order to keep looking their best and to fight off aging. With a myriad of different products out there promising amazing results for virtually every skin type, finding the products that do the best job for any skin type can be a daunting task. That being said, thanks to new technological advances in skin care, this task is getting easier, and the results that are yielded are improving.

One of the most common problems in creating a customized skin care regimen is that no matter how effective the products may be, if they are not properly used by the client and this use is not properly monitored by the prescriber, there is a very good chance that the client will not see the results that they want. Even though the client is not following the instructions that she was given, she will blame either the prescriber or the products for the lack of results, instead of looking at themselves as the reason that they are not seeing the improvements that they have been promised.

Another common mistake that clients make is that they mix and match and buy whatever product they see advertised on TV in or a magazine and substitute it for the product that their esthetician has prescribed. This can negate the effectiveness of even the most potent products.

One of the best ways to make sure that your clients are doing what they should be, as prescribed by you it to book your clients for follow-up appointments, as you can then make sure that they are using the whole system and keep on top of any errors that they are making. Regular follow up visits will also encourage them to use the products you are prescribing and not by things piece-meal from other sources.

There are also some new skin care technologies that are making it even easier for your clients to follow a strict regimen. As I have said before, look for a synergistically balanced skin care system that offers a suite of products than can be easily customized to any skin type and that offers easy to follow instructions for the user. You and your clients will be pleased with the results – They will get the results that they are looking for, and you will gain on the bottom line – both because of good word-of-mouth advertising as well as more frequent client visits.

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# BACK OF THE BOTTLE

BY CARELL ZABORSKI

**Q: I keep hearing about all-natural and chemical free products. Why is this important and what should I be looking for?**

With all of the confusing claims being made out there, it is important to know what a “chemical-free” product is, and in order to do this we must first understand what a chemical is. Technically, a chemical is any substance which is composed of atoms or molecules arranged in a distinct formula. Simple examples of common chemicals are water (H<sub>2</sub>O), Salt (NaCl) and acetic acid (CH<sub>3</sub>COOH). I chose these examples to show that these substances, while technically “chemicals” occur naturally around us.

What then is a “chemical free” skin care product? In most cases what the manufacturers of so-labeled products want you to believe when they say this is that the ingredients in the products are naturally synthesized (e.g.: by plants or animals) as opposed to man-made in a lab. Great you say, so you are getting a “natural” product as opposed to a synthetic one. Unfortunately, however, it is not that easy. While some of the most potent anti-oxidant and anti-aging substances (or chemicals if you will) come from marine and terrestrial botanicals, just because something naturally occurs and can be extracted from the flora or fauna around us does not mean that it is the best. A good example of this is Vitamin C (ascorbic acid).

Vitamin C is very common in many plants that we see on a regular basis. Red and green peppers, citrus fruit and rosehips are just a few examples of plant products that are very high in Vitamin C. That being said, as I have written in the past: the best and most stable form of Vitamin C that can be used in a skin care product is MAP (Magnesium Ascorbyl Phosphate - C<sub>12</sub>H<sub>12</sub>O<sub>18</sub>P<sub>2</sub>Mg<sub>3</sub>.10H<sub>2</sub>O) – Which is chemically synthesized in a laboratory setting. While not naturally occurring, MAP, like many other highly potent skin care ingredients, outperforms its naturally occurring counterparts while being totally safe.

The reality is that the best way to know if what you are buying is going to be both effective and safe is to do research. Know what to look for. Do not fall for marketing gimmicks. Look for products that deliver what they promise, regardless of whether they are naturally or chemically synthesized.

Please submit your questions by email to Ms. Zaborski at [carell@sosresults.com](mailto:carell@sosresults.com)

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# BACK OF THE BOTTLE

BY CARELL ZABORSKI

**Q: What exactly is a delivery system and how can we be sure that the products that we use have delivery systems that are truly effective?**

In order to understand the true importance of the role that a delivery system plays in a skin care product, it is important to first understand a few basics about what makes skin care products work. For a skin care product to be effective and provide more than a temporary cosmetic result, a product must not only contain ingredients that can provide the results that people desire, but these active ingredients must also be delivered in a stable solution that allows them to effectively target the appropriate layers of the skin to yield the fastest effective result without negative side effects.

Moreover, it is important that once at the desired depth for maximum effectiveness, the ingredients must reside there long enough to be able to actually do what they are capable of. Making this issue even trickier is the fact that high-potency ingredients must penetrate to various depths in the skin and stay resident for different periods of time in order to be optimally effective.

The two most important substances in the skin are proteins and lipids, which provide the materials for protection of the skin. The ability of the skin to resist permeation (oxidant damage) is not related to the thickness of the skin but rather to the concentration of lipids present in the skin. The skin uses lipids as its major source of energy (fuel). This 'cellular energy' is needed to enable cellular movement, thus building and transporting molecules within various cellular layers. Unfortunately, most high potency products have, in their attempt to correct skin

abnormalities, seriously compromised this critical lipid layer leaving the skin highly inflamed and vulnerable to damage. Moreover, many independent agents often cannot work together in one formula, and in order for a delivery system to be truly effective it must also allow these multiple ingredients to work both individually and synergistically for maximum effectiveness

The best delivery systems are phospholipid rich, liposomal, and are formulated with oligomers. These vital oligomers, which are potent enhancers and stabilizers and create a long-lasting reservoir at the desired cell sites, also allow all of the ingredients to work individually throughout the various layers of the skin; performing different functions both independently and simultaneously.

Perhaps the most effective measure is to use a synergistically formulated skin correction system that is designed to provide maximum results through a carefully formulated suite of products that, when used together, provide the results beyond what any individual product can. Thanks to new, cutting-edge delivery systems, formulated in comprehensive, multi-step skin correction systems, it is now possible to have amazing, long-term, clinically proven skin correction results without any adverse side effects. If you really want great skin, try a synergistically formulated skin correction system. You will be amazed at the results a good system can deliver.

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# BACK OF THE BOTTLE

BY CARELL ZABORSKI

**Q: I have a lot of clients coming in with redness/rosacea. What exactly is rosacea and is there anything that I can do to help them?**

Rosacea is a chronic skin condition that is typically characterized by redness and/or inflammation of the facial skin, although it may also occur on other parts of the body as well. Primarily affecting women over the age of thirty, with time the redness becomes more pronounced and blood vessels may become visible. Common symptoms of rosacea include flushing, persistent redness, bumps and pimples and visible blood vessels. Developing slowly and worsening over time, there is, unfortunately no cure for rosacea, although it can be controlled with proper treatment.

It is important that people with rosacea use mild, non-abrasive skin care products and do not expose their skin to extreme heat or sunlight. Dermatologists treat rosacea with a combination of topical and oral treatments. Key topical treatments include MetroGel/Lotion/Cream, which, when combined with oral antibiotics provide a success rate of almost 80%. Unfortunately, however, prolonged oral antibiotic treatments carry the risk of your body adapting to the antibiotics, rendering them less effective in dealing with other, more serious infections. Laser treatments are also often

employed by dermatologists, as they have been shown to significantly reduce both the redness as well as the visible veins that are often associated with Rosacea. In addition, salicylic acid (BHA), when formulated in a gentle toner or moisturizer has been shown to gently exfoliate the skin, which, along with its anti-inflammatory properties helps it reduce swelling and redness.

With over 5% of the population of North America suffering, at least to some degree, from rosacea, it is important for sufferers to identify the factors that affect them the most severely. Weather, foods, exercise, stress, skin care products and the way you bathe and clean can all aggravate rosacea, and it is important to discuss all of these factors with a dermatologist. While a cure for rosacea may not, at this time, exist, modern medicine can significantly lessen its effects, and some simple lifestyle choices can help minimize its impact on the lives of those who suffer from it.

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# BACK OF THE BOTTLE

BY CARELL ZABORSKI

**Q: Some of my skin care products don't list the ingredients. How can I find out what is in them and whether or not they will be effective?**

One of the major problems facing Canadian consumers is that there has been no requirement by Health Canada to put the ingredients of cosmetic products on the labels. After years of lobbying from such organizations as the Cosmetic, Toiletry and Fragrance Association (CCTFA), on December 1st 2004 Health Canada published new labeling requirements for cosmetics to take effect on November 16th 2006. Included in these new regulations are labeling requirements that specify the listing of ingredients of all cosmetic products. The new ingredient labeling requirements follow the guidelines set out by the International Nomenclature of Cosmetic Ingredients (INCI), which are already in use in the United States, the European Union and Japan, among other nations. However, just knowing what is in a product does not necessarily tell you whether or not it will be effective.

How a product is formulated and what ingredients are combined together can play as important a role in a product's efficacy as the ingredients that are actually in the product. One trend that we are seeing with increasing regularity is companies mixing a large number

of ingredients that have become popular in a single product. The individual results of these "fashionable" ingredients are merely extrapolated and the product claims to offer the combined benefits of all of the listed ingredients. Unfortunately, however, more is not necessarily better and just mixing in a large number of ingredients that may, on their own, provide a beneficial result, can actually be counter productive, as various ingredients require different delivery systems and must be formulated at different pH's in order to be maximally effective. One good rule of thumb is to follow the old adage: "if it seems too good to be true it probably is."

It takes a synergistically formulated system to provide your skin with everything it needs to truly look its best and combat the ravages of time. Any product that promises wondrous results in no time at all is either blatantly misleading consumers or is actually causing inflammation that, while it may appear to lessen fine lines and wrinkles in the short term; is doing so by causing inflammation which will speed up the very aging you are trying so hard to avoid.

CARELL ZABORSKI

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